



SBM Up-to-Date

Building Success by Embracing Diversity

There are always roadblocks in the business world, but success lies in the hands of those who create solutions. For Charles Somers and Don Tracy, the two original founders of the minority owned janitorial and facility maintenance company SBM, diversity was their solution and means to success.

The janitorial industry back in 1982 was best described by Tracy, one of the now three owners, as a “good ‘ol boys club”. At the time, diversity in management hardly existed, and as an Asian Pacific American it made it difficult to win bids. On top of that, at only 21 and 23, Tracy and Somers were seen as being young and inexperienced, an adversity obstructing SBM’s success and growth.

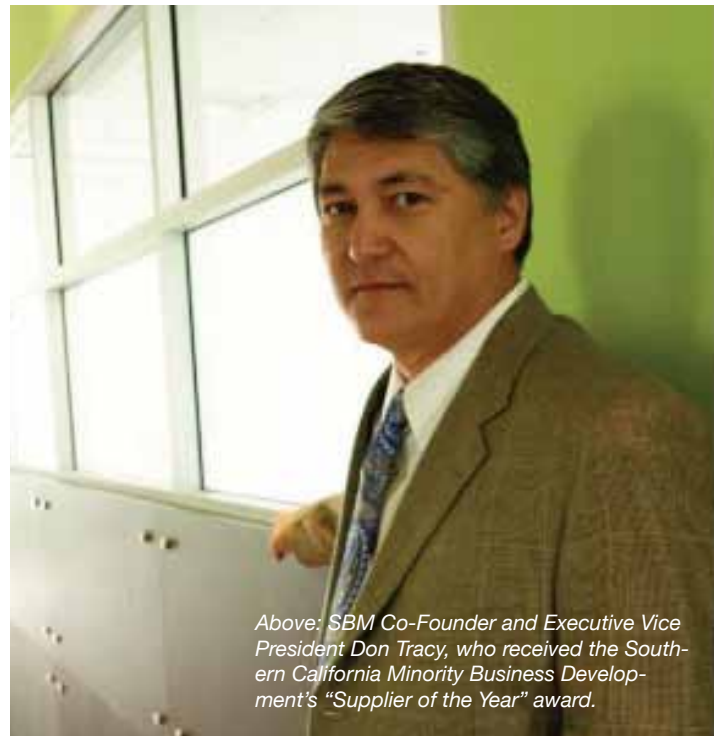
For the jobs SBM did win, Tracy employed retired veterans, rehabilitated men and women, reached out to local churches and the social security department, many of which did not speak the same language, Tracy said. The co-founder hired bilingual supervisors, and where many companies would segregate their employees by culture to make management easier, Tracy would bring the cultures together—taking the time to understand each employee, their background and beliefs.

By leveraging the power of diversity, Tracy built strong successful teams that helped SBM win more jobs, he said. As SBM grew, Tracy sought the help of small minority vendors as well.

“They (minority owned businesses) would cut us deals and we would help them grow as we grew,” Tracy said. “This

allowed them to drive down prices and in return we would use them as a sole supplier.”

In addition to helping other minority businesses grow, Tracy, a minority himself, took on the unspoken responsibility of mentoring SBM minority employees; many of which now hold high-level positions within SBM. Among these employees include Juan Rodriguez and Sonia Trinidad, who each have their own stories to tell.



Above: SBM Co-Founder and Executive Vice President Don Tracy, who received the Southern California Minority Business Development’s “Supplier of the Year” award.

In March of 1986, Rodriguez joined SBM as a day laborer at a construction site. After proving himself as a hard worker, Tracy offered him a full-time position within the company as a night janitor. Tracy spent extra time mentoring Rodriguez to teach him about additional services, information about the industry and life in general. Tracy even ensured Rodriguez learned fluent English through English for Speakers of Other Languages classes so that he could be promoted to a managerial position, Rodriguez said.

As a result, his career continued to grow throughout the years to his current position of corporate transition and operations manager.

“Not only have I built my career with SBM, but I have found a true and honest mentor in Don Tracy,” Rodriguez said. “I trust him with not only professional questions but with personal material as well.”

Trinidad began her career with SBM more than 10 years ago as a human resources assistant. She currently resides as an employee relationship manager and works closely with Tracy to ensure quality and opportunity within SBM’s internal community. This includes supporting events such as SBM’s Backpack Program in which employees receive backpacks, school supplies and lunch pails for their K-8 school-aged children and grandchildren, and the Turkey Giveaway Program with each employee receiving a turkey for their Thanksgiving meal. Other programs include a pilot transportation program in which employees receive

free and/or discounted public transportation passes to get them to and from work.

“Don showed me the business and how to treat employees. He’s a humble man and taught me that every person is equal in our business,” Trinidad said. “His ability to respect and relate to those he works with is a constant inspiration for me and has helped bring me to where I am today at SBM.”

Tracy and SBM continue to make a difference, not only in its employees’ lives, but in the support of other minority owned businesses as well. In 2010, SBM awarded \$3.1 million in business to MBE vendors, exceeding its goal to award \$3 million. As a result of this investment in diversity, its customers and minority organizations are now recognizing SBM with impressive accolades.

Recent recognitions include the 2010 Supplier of the Year award from the Southern California Minority Business Development Council, and Regional Supplier of the Year award from the National Minority Business Development Council. These two awards are a reminder to Tracy as to how far SBM has come, Tracy said.

“Much of our success is due to the hard work our staff puts in every day, many of whom are minorities themselves,” Tracy said. “We embrace and foster a diverse working environment, and it’s an honor to be recognized by the National Minority Business Development Council for the very aspect that helped bring us to where we are today.”

EMPLOYEE SPOTLIGHT: JULIAN MONTANEZ

SBM Transition Manager Celebrates 23 Years with SBM

SBM: When did you begin working with SBM?

Montanez: I started working for Somers Building Maintenance (SBM) 23 years ago on November 22, 1987. At that time, I started as a part-time employee at a Fortune 500 Technology company site in Roseville, CA.

SBM: What are you most proud of in your time with SBM?

Montanez: When I started as a part-time employee, I worked with Larry Ellis (SBM Senior Division Manager) who was a facility manager at the time and had one of the biggest accounts at SBM. Now I support those big accounts as a Transition Manager. I’m proud having Larry as a co-worker and to continue representing SBM throughout the country.

SBM: What has been the biggest challenge?

Montanez: As a transition manager, the most challenging aspect is transitions. Each transition is different and there are many aspects to manage from the staff and training, to the site environments.

SBM: To work 23 years with a company is a feat – looking back, what are your thoughts about that time spent with SBM?

Montanez: Who would have thought that after 23 years I would be working for the same company and be waiting to continue working for the next 23 years? I never thought SBM would be the place where I’d have my career, but during these 23 years, I have seen the enormous growth of SBM – I think I’ve grown with the best cleaning company.

SBM: What do you hope to accomplish in the years ahead?

Montanez: I want to keep seeing SBM’s growth across the United States and internationally and look forward to helping achieve that goal in any way I can.

SBM Helps Pharma Customer Achieve LEED® Gold Certification

SBM's green sustainability programs help its customers every day by assisting in waste reduction, improving indoor air quality and conserving resources. But for one Fortune 500 Pharmaceutical company, SBM's green practices supported their achievement of LEED Gold certification.

When SBM Customer Relationship Manager Chris Bond learned the Fortune 500 Pharmaceutical company he supported wanted to achieve LEED certification, he jumped on the chance to offer SBM's support.

"The customer originally wanted to obtain LEED Silver certification, but we were able to support an additional nine points in the building helping to push the certification to LEED Gold," Bond said.

In recognition of the support, Bond was invited to attend the customer's plaque ceremony held December 15, 2010, a gesture that "was very rewarding for our team," Bond said.

SBM provided the majority of the LEED points through its green cleaning program, training and documentation processes, Bond said. However, the site management team has also been working in partnership with its customer to support its green sustainability goals. This includes the implementation of new green cleaning equipment such as the ionator EXP™.

"We're purchasing three per quarter to move toward replacing all cleaning systems throughout the building," Bond said. "They clean and disinfect strictly using tap water, no chemicals are involved and it's effective against H1N1 and MRSA."

The team has also been working with the customer to actively engage end users and promote awareness about SBM's green processes, Bond said. Most recently this involved participation in the customer's "Lean and Green" event. Bond assembled a presentation and set up an educational booth for other in-house departments to visit.

"There were close to 400 people who came to our table for the in-house education event. We had a steady stream of people all day and were one of the more popular tables," Bond said.

SBM employees at the site are also now wearing green uniform shirts to show their support of the customer's goals – an initiative that has gained popular support from the customer's green team leader.

Looking ahead, there are many more goals to achieve, such as helping the customer go landfill free by 2013, supporting LEED certification for additional buildings, and achieving the customer's 2010 Supplier of the Year award to showcase next to SBM's 2009 plaque, Bond said.

"We've really partnered with the customer to bring new ideas which they're implementing across other departments," Bond said. "We're working with our competition in a sense, but the support that they show and the trust that they have in us is absolutely outstanding."

For information on SBM's Green Cleaning programs and LEED support capabilities, please contact Sue Beets at (916) 871-2980. For information on the ionator EXP™, contact your site manager or visit www.activeion.com.



Above: SBM Customer Relationship Manager Chris Bond (pictured third up in light blue shirt) attends the LEED® Gold plaque ceremony with the Fortune 500 Pharmaceutical's green team members December 15, 2010.

Talking Turkey

SBM Sees Record Numbers for its 2010 Turkey Giveaway Program

SBM's 2010 Annual Thanksgiving Turkey Giveaway Program reached new levels of success this year with all 442 SBM-serviced sites participating to distribute a total of 4,884 turkeys to SBM employees.

SBM's Turkey Giveaway Program is an annual company-wide event in which employees receive a Thanksgiving turkey as a holiday thank you for their service.

"It really is a great way to show our employees they are part of a family, not just another big company," SBM Site Manager TJ Sazama said. "As management, part of our jobs is making sure our people feel needed and valued, and the turkey giveaway was a great way to achieve that goal."

SBM's Human Resources Department teamed up with procurement and operations to organize and publicize the Turkey Giveaway with corporate providing 100 percent funding for each site's purchases.

"The HR department worked in partnership with procurement and operations to ensure the program was organized

and widely publicized. After seeing the final numbers, I'd say this year's program was a great success," said SBM's Human Resources Development Manager Maureen Sterling.

SBM's Turkey Giveaway unofficially began in 2006 in Division 2 as a thank you to its local employees in Colorado. Employee Service Manager Arcy Wilson was one of the original participants of the program in her region. She worked with local grocery stores to negotiate a price per pound for the frozen turkeys, purchased and picked them up, and also helped to deliver the Thanksgiving feast staple, Wilson said.

"To see 100 percent participation this year is awesome and I'm glad that everybody bought into the program. All the employees comment how this is a great company to work for and how much they appreciate it; it's a great day in the office on Turkey Giveaway day."

For more information about this program, please contact SBM's Human Resources Development Manager Maureen Sterling at (916) 565-3674, or at msterling@sbsmcorp.com.



SBM employees at the Merck site in Kentwood, Louisiana hold the turkeys they were given as a part of SBM's 2010 Turkey Giveaway.

SBM Corporate Headquarters Supports Local Coats for Kids Drive

In 1991, Sacramento's News10 and Swanson's Cleaners created Coats For Kids. The program has helped to collect and distribute more than 475,000 winter coats to children and families in need. This year, SBM began a collection at its corporate headquarters to help support the community effort with its employees donating 85 coats.

SBM's Human Resource Representative Sonia Trinidad came up with the idea to support the local community program, much to the appreciation of her fellow employees like SBM's Assistant Controller, Kathy Cole, who sent Trinidad a word of gratitude.

"Thank you - It is great to work for a company that believes in giving. It adds so much satisfaction to my job. And thank you for putting this all together," Cole said.

When asked why Trinidad put the effort together, she said: "We are in tough economic times across the country. Each one of us has the obligation to assist those that are in need. No parent should have to make a decision of either putting food on the table or purchasing a coat for their child. So for every jacket that we were able to donate that is one less parent who had to make that decision."



Costa Rica Celebrates 10-Years of Operations

SBM opened its doors for business in Costa Rica 10 years ago when one of its Fortune 500 customers required a company that could provide high quality services in clean room environments in the international market. Having proven its capabilities through its national contract with the customer in the United States, SBM was the vendor of choice.

With a 20-day notification and approximately 2-week transition timeframe, it would be one of the most challenging transitions SBM Transition Manager Juan Rodriguez had ever experienced.

"We were in Colorado when we received notification of the Costa Rica transition and at the time were supposed to be flying home that Saturday, but instead re-routed to Costa Rica for start-up of the account," Rodriguez said. "We ran into all sorts of road blocks from not having any employees

to hire to having no equipment, but we did it, and still have that account and facility today."

Since starting operations in November of 2000, SBM's Costa Rica team of about 120 people and one contract has developed into 525 people and 35 accounts, said SBM Costa Rica Regional Manager Rafael Campos.

Looking ahead, Campos is mapping out goals to expand SBM's Costa Rica market throughout Latin America and "would like to be the number one service provider in the country by providing the right combination of quality and cost," Campos said.

Below: SBM Costa Rica management team from left to right: Luis Diego Calderon, Tatiana Arias, Lilliana Retana, Carolina Lizano, Tatiana Camacho, Monica Garbanzo, Monica Navas, Rodrigo Vargas, Errol Gamboa, Yendry Sanchez, Allan Ruiz, Leonardo Calderon, John Rincon, Mario Gomez, Pablo Garcia, Erick Blanco.

