



M E M O R A N D U M

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

From; Joe and Marrie White glove^{mw} Owners

Date: January 10, 20_

Subject: New service Strategy

We are about announcing 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 agree requiring everyone to attend an information meeting this Wednesday in our conformance room begin 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 the same week.

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

In addition, a completion 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 worth your contribution.

