

# COVERALL® CORNER

NEWSLETTER | Vol. 14 | OCT 2021

## MESSAGE FROM OUR CEO



We do realize that the Delta variant and other variants continue to create uncertainty and challenges that we need to overcome. And, while there are obstacles, I am proud of the resilience of our Franchise Business Owners and the Coverall employees who are doing what we can to help our owners with their businesses.

The confidence I have witnessed, the hard work you all do every day and everyone's positive attitude makes me very optimistic for the last quarter of 2021.

In this issue of Coverall Corner, we are celebrating the accomplishments of three Owners who received our Franchise Business Owner of the Year awards. We are very proud of them and hope you will enjoy reading more about them.

Despite the challenging environment, I remain positive about what is possible for us to achieve this year.

Be well and safe,  
Rick



## 2020 FRANCHISE BUSINESS OWNERS OF THE YEAR

### Juan Peralta, Juan A. Peralta, Inc., **LARGE CATEGORY**

Based in Minneapolis, MN, Juan Peralta has been recognized for his excellent customer service, commitment to his employees and passion for growing his business over the past 22 years.

When asked what it meant to receive this honor from Coverall, Peralta said, "Receiving the news that I had been selected made all the years of hard work pay off," said Peralta.

"I am filled with more energy to keep going and to do more things to grow my business. I believe in investing in top-of-the-line equipment for my business. My employees were excited as well, and I am very proud to be with Coverall."

Peralta and his 45 employees serve a wide array of customers, including

medical facilities, schools and retail outlets. And, while Covid-19 did impact his business, he was quick to identify new opportunities and invested in Electrostatic Disinfection Sprayers so that he could provide On-Demand cleaning services to his customers.

Peralta also is known for sharing his knowledge and expertise with his team. He's a mentor to his supervisors and key employees. They have learned about the industry under his leadership, and he has referred them to Coverall to become Independent Business Owners.

"Juan exemplifies what it means to be a Coverall Franchise Business Owner," said Shirley Klein, Coverall's

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L to R: FDC Michael Galush, Owner Juan Peralta and GM Chad Harck

Chief Operations Officer. "He is willing to help whenever needed and go the extra mile. His customers appreciate his hands-on approach to their business and his hard work has made him a role model for all that know him. We are proud to have him as part of the Coverall network."

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## Ana Avalos-Gonzalez, A and T Cleaning, LLC, MEDIUM CATEGORY

Ana and Hugo have been part of the Coverall team since 2018 and are rising stars. They are excellent listeners and partners for their customers. Their number one priority is to help provide a healthy and safe environment for their customers amid the pandemic. And, they are doing just that and growing their business at the same time.

Based in Milwaukee, WI, Ana and Hugo are using their knowledge and expertise to give back to their local community by donating their time to their church.

L to R: Owners Hugo Torres and Ana Avalos-Gonzalez along with GM Jeffrey Seavert.



## Sergio (Doug) Herrera Reyes and Lesbia O. Reyes, Odette's Janitorial Service

### UP AND COMING CATEGORY



Owner Doug Herrera stopped by the Fresno Coverall Support Center to pick up his award.

According to our GM, Dustin Johns, Doug and Lesbia possess extremely high business acumen, making it very easy to have high level conversations and strategically plan for future growth. The future is bright for this business. Sergio has an MBA in Business Administration from Fresno State University. His educational background and entrepreneurial spirit play a role in the success of his

Coverall franchise. That said, the work ethic of Doug and Lesbia is the main reason for their success. The level of customer service and responsiveness that he and his wife put forth on a daily basis has led to incredible account retention. Doug is respected and greatly appreciated by the Fresno Support Center.

## CONGRATULATIONS TO OUR 2021 SCHOLARSHIP RECIPIENTS

The Coverall Foundation Scholarship Program provides grants to college-aged children of our Franchise Business Owners.

"This year's scholarship recipients all have bright futures ahead and we are thrilled to help support their academic dreams," said Shirley Klein, Coverall's Chief Operations Officer.

- > Alexander Perez-Chavez, attending Creighton University. *Gaspar Perez*
- > Andrea Novotny, attending Illinois State University. *Smile House Inc.*
- > Arnoldo Perez-Chavez, attending the University of Nebraska at Omaha. *Gaspar Perez*
- > Christian Yescas, attending Northern Illinois University. *Yescas Cleaning Corporation*
- > Daniel Suarez, attending Rockhurst University. *Torres Cleaning LLC*
- > Durate Worika, attending St. Catherine University. *Gemechu Kediro/Zenabech Yirdu*
- > Gabriella Nibaldi, attending Liberty University. *Gennaro Nibaldi*
- > Grigor Pahlevanyan, attending McMaster University. *Ivard International*
- > Jala Johnson, attending Virginia State University. *Quality of Life Commercial Cleaning LLC*
- > Jason Yescas, attending Joliet Junior College. *Yescas Cleaning Corporation*
- > Jose Mojica, attending Saddleback College. *RBN Janitorial Services LLC*



- > Kim Le, attending Temple University. *Beltway Business System LLC*
- > Lianely Mojica, attending Saddleback College. *RBN Janitorial Services*
- > Lulya Ghebreveldi, attending Howard University. *Isaac Tesfamariam Co.*
- > Makayla Carter, attending the University of Pittsburgh. *Randi Beattie-Carter*
- > Monica Long, attending Central Connecticut State University. *Lily Long*
- > Robsan Dinka, attending Middlebury College. *ODAA Commercial Cleaning LLC*
- > Xen Vang, attending College of the Sequoias. *Kher Vang*
- > Zyrille Sabio, attending the University of California-Santa Barbara. *F and M Janitorial LLC*

# ANNOUNCEMENTS

## NEW SPECIAL SERVICES FLYER IS AVAILABLE

A new flyer outlining the benefits of Coverall's On-Demand Cleaning and Preventative Maintenance Services is available for download from the MRC and has been included in recent statements.

The goal is to help you start a dialogue with your customers about these services. This could help you increase your revenue while supporting the ongoing needs of your customers.



## SMALL BUSINESS TIPS

The SBA recently held its Virtual Small Business Week Summit. Mark Cuban, Owner of the Dallas Mavericks and serial entrepreneur spoke at the event and offered this advice that's applicable to all business owners:

- » **Be agile:** today's business owners have had to pivot and adapt. Cuban encourages people to continue to learn new things. Adapting will help keep moving a business forward.
- » **Communicate honestly and authentically:** Communicating with customers is key and will help quickly address and resolve any problems.
- » **Love your product/service:** Your passion for your business is key to its success and will serve as a positive example for your employees.
- » **Keep up with the future:** Training and learning is important because change is inevitable.



**TELL US  
YOUR STORY**

**COVERALL WANTS  
TO PROFILE YOU**

Allow us to help share your story of franchise business ownership with other Owners, and entrepreneurs that are seriously considering commercial cleaning services as a franchise business option for them. We have received a lot of feedback since our Owner story campaign began on how enlightening and important it has been for people to see and hear stories from current franchise business owners.

Everyone has a personal story to tell on why they chose to start a Coverall franchise business and what it means to them. To share your story doesn't take much time or effort - email us at [marketing@coverall.com](mailto:marketing@coverall.com) and a marketing representative will reach out directly to get started.