



BETCO NEWS

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This Week's FYI

Betco issued 5,921 Resource and Process Management Training certificates in 2005. That's an increase of 26% from 2004.

Upcoming Training

February
Seattle 2/16
Austin 2/28 - 3/1

March
Atlanta 3/14
Toledo 3/23 - 3/24

April
Spring Valley 4/4
Las Vegas 4/20

Space is limited. Reserve your spot today by contacting Kandy Warner (ext. 3616)

**Chemicals
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This Issue:

- New Green Approvals and Resources
- Betco Adds VP of Corporate Accounts
- Motivation 101

NEW GREEN APPROVALS AND MATERIALS!

Barry Rosenthal, Category Manager

As part of our growing Green Earth® Cleaning Program, Betco has been awarded GS-40* Green Seal Certification for our Green Earth® Floor Finish and Green Earth® Floor Stripper. Betco's Green Earth® Cleaning Program now consists of five Green Seal certified products including the versatile Green Earth® Peroxide Cleaner, Green Earth® Glass Cleaner and Green Earth® Daily Floor Cleaner. Green Seal is an independent third party who analyzes and certifies products to insure that claims being made on the product are valid.



NEW Green Cleaning Resource!

Many products have been introduced into the marketplace lately claiming to be "green" because of ingredients it does or does not contain, but where is the information to support these claims? Why should you implement a green program? Do you know what LEEDS is? What are the steps in implementing a green cleaning program? How do you select green products? Where can you find a green cleaning survey? The answer to all these questions and more are in Betco's new Green Cleaning Training Workbook (order #91178-92). This workbook is a practical straightforward resource which answers frequently asked questions, provides a glossary of terminology and allows you to simply customize a green program for a facility.



Green Cleaning will continue to emerge. It is no longer a trend but rather an established way of cleaning. Schools, office buildings, and healthcare are demanding green cleaning. Take the time to learn the benefits and steps to green cleaning. For more information please visit the Green section of our website by clicking [here](#) or contact your Betco regional manager for more information about Betco's Green Earth® products.

*For more information on GS-40 please visit <http://www.greenseal.org/standards/g40.pdf>

Betco Promotes Team Member to VP of Corporate Accounts

Requill Buchanan, Communication Coordinator



Ed Turner has been promoted to Vice President of Corporate Accounts at Betco Corporation. Ed will be responsible for driving corporate sales of Betco's products and services in the western half of the U.S. while the eastern half will be managed by Phillip A. Ricketts, VP of Corporate Accounts.

Ed will be focused on growing the Betco brand and promoting the innovative and unique products that Betco has to offer, like Betco Express® "The World's Fastest Drying Floor Finish" to Betco's corporate account customers and prospects.

MOTIVATE YOURSELF

John Reed, Director of Training

Motivation is choosing to do what you rather would not do. Motivated people keep working on a task until it is completed or proves it can not be accomplished. Your ability to motivate yourself depends directly on your belief system. People who share these three beliefs find it easier to stay motivated, in their professional and personal lives.

- **"I am confident"** - if you believe in yourself, you tend to see problems and challenges as speed bumps rather than as roadblocks. You believe certainly that you will eventually succeed.
- **"I am committed"** - if you truly are determined to succeed, you will find that motivation emerges naturally from that commitment.
- **"I am in control"** - if you view yourself as the captain of your destiny rather than a pawn of fate, you will have the motivation to continue moving forward.

OK, so how do I get motivated? First you need the above mentioned beliefs. Then you need to build a mental framework that supports motivating beliefs and makes the alternate beliefs sound undesirable. Here are some ways to build this framework.

- **Find your purpose, why are you working.** You need to have something to work towards and the prospect of fulfilling that purpose keeps you motivated.
- **Tie your purpose to your manager's/companies (or family) objectives.** If you view these objectives as being in line with your purpose, then those objectives can become a spur to your own success.
- **Create ambitious goals for yourself.** Make them a stretch but still realistic. If you achieve them or even come close, you will build confidence for the future.
- **Create a workable but flexible plan.** Create a step by step plan that constantly brings you closer to your goals. This will build your confidence, your commitment and the feeling that you are in control of your destiny. BUT be willing to change if needed.
- **You must take action.** Planning won't get it done alone. Motivation feeds on action.

Sounds good but how can I stay motivated?

- **Condition your mind** to stay focused on positive thoughts. Even the smallest successes can build a foundation of confidence.
- **Condition your body.** It takes mental and physical energy to stay motivated to accomplish your goals. Make a commitment to regular physical activity and eating better. Who knows you might even live longer!
- **Avoid negative people and situations.** Look for positive things and people and you will find positive things and people. Don't let negativism drain your motivation.
- **Stay flexible.** You made the plan, so you can change it to make it lead more quickly to your goals.

You are the only person that can motivate you! Others can encourage you but bottom line you have to be your own motivator. Try these ideas for 30 days and they will become a positive habit.

Betco appreciates your feedback. Please send any questions or comments to: rbuchanan@betco.com

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