

Pumpkin Cake

INGREDIENTS

- 1 1/2 cups vegetable oil
- 2 cups white sugar
- 4 eggs
- 3 cups all-purpose flour
- 2 teaspoons baking soda
- 2 teaspoons baking powder
- 3 teaspoons ground cinnamon
- 1 teaspoon salt
- 2 cups solid pack pumpkin puree
- 1/2 cup chopped walnuts



Credentials, Associations, and References



“Craig B did an excellent job on my rugs & sofa. Glad to know soil & stains are gone & pile really bounced back. My 25 yr old sofa looks like new! And Craig was so polite!”
Jackie J
Grosse Pointe

“If all of your techs are like Tommie, you will do well. He was polite, professional, and did a super job! Thank you!”
Nancy L
Rochester

“My wife was delighted w/the job you did on our drapes. Ryan was helpful in tweaking the appearance. We will use you again.”
Jim Z.
Rochester

DIRECTIONS

1. Preheat oven to 375° F (190 °C). Grease and flour a 10 inch tube pan. Sift together flour, soda, baking powder, cinnamon and salt. Set aside.
2. In a large bowl, combine oil and sugar. Add eggs one at a time and mix well. Add the flour mixture and beat until smooth. Add nuts and pumpkin and blend until smooth. Pour batter into greased 10 inch tube pan.
3. Bake at 375°F (190°C) for 1 hour or until a toothpick inserted into the center of cake comes out clean. Cool in pan for 10 minutes, then turn out onto a wire rack and fin Dust with confectioner’s sugar before serving.

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Toys For Tots Coupon

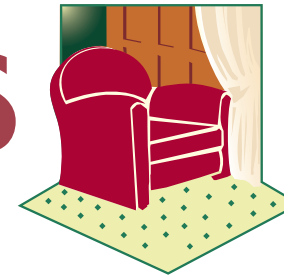
Employees & Experience

Mastering Difficult Leathers

Pumpkin Cake Recipe

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CHET'S



CLEANING, Inc.

UNCOMPROMISING QUALITY SINCE 1986

November / December 08 Edition

A letter to our valued clients,

As the holidays draw near, we find it to be the best time to reflect upon the past year and all that it has held for our company, our employees, our clients, and our family. While our company has held its own through these difficult times, we are empathetic to our clients that have been touched by the economic struggles our great state of Michigan is experiencing.

However, we felt compelled to address all of our clients in this format to reassure you that by choosing Chet's for services in your home, you have our absolute promise that we deliver the most value. Not the lowest price, but a fair price. We have brought a back-to-basics philosophy through every step of our service cycle. From the small things; our technicians wearing ties & calling every client prior to arriving, to inform them of an accurate arrival time, to the major things; ensuring proper disposal of waste water so that it doesn't pollute our drinking water. It's about proper and thorough communication; it's about follow-up and follow-through; it's about not over-promising or under-delivering. Over 20 years ago, I realized the 2 single most important points when dealing with any service provider (car repair, maintenance at my home, banking, etc.) are:

1. **Any service provider must be knowledgeable and honest regarding their work:** Companies must show up on time, deliver results, have fair costs, and keep abreast of technological advancements. They need to make proper assessments of situations, consult with the client, take the most prudent action, and also provide education to help our clients maintain their furnishings in the future. So what have we done at Chet's to separate ourselves from other service providers in our industry? We provide costly and continuous education in the form of guest speakers (HVAC specialists, Flooring Dealers / Installers, and Communication Experts) to expand our knowledge as service people dealing with all the facets of home care. We invest in TIME; classes that our technicians attend to become certified, daily meetings to review jobs pre & post-cleaning, and by using the most advanced tools & safest solutions in the market. This is our sincere commitment to our clients.
2. **The service provider must show a strong commitment to pleasing the client.** Service providers must first build support and trust between themselves and the employees. Countless times, quality work is sacrificed for profits. At Chet's, we will always do the right thing; not the quickest or cheapest. We are committed to never hire a "body" to do the work, but instead only hire dedicated, passionate individuals who are given the opportunity to shine. At Chet's, we have the best group of employees I have ever had the privilege of working with in my twenty-two years of operating this business. Their long hours, whether spent in the field at your home or in the office answering questions, shows me that America still does have a never-quit attitude. The employees that work here share many of my ideas and philosophies when it comes to the cleaning and maintaining of goods, and how you should be treated in your home.

What we need now is not the nay-sayers, but to use these trying times to bond our communities closer together. Help one another; don't just walk by that person that is down, but instead stop and ask if they need any help. We are a great nation full of good people and inventive ideas. This nation has allowed our family to keep reaching for the American Dream. We say the most genuine thank you to all of our clientele that has remained loyal to our company. We truly appreciate each opportunity we are given to keep your homes clean and healthy. God bless America and God bless every Michigan resident that has the courage to stay strong and stick it out in this great state!

With warm regards,

Chet & Sally Sadowski

Toys For Tots Coupon!!

This Coupon is valid for a \$25 discount on any of our cleaning services for any toy given to our technician at the time of service before December 25th.

Help Chet's Cleaning Make A Difference This Holiday Season!

For every additional service added at time of cleaning, you will receive \$15 off of your bill. Example: If you have carpet cleaning done and you add on marble cleaning, you will receive \$15 dollars off the total bill. Two additional services would be \$30 dollars off total bill.

*Coupon not valid with any other discount offers

Industries Best Employees and Equipment

Over the past few newsletters we have discussed what makes us different between us and our competitors. When discussing this topic the one that we are most proud of is this: our employees and equipment. Chet's has some of the most loyal and caring employees a company could hope for. We have technicians that truly care about the companies' image in the industry. So much so, that it was their idea to wear ties. Yes, I did say ties. A lot of our clients have said that we are too hard on the techs for making them do so, but it is truly their own doing. We have employees that truly desire more information about our industry. That's why every Chet's Cleaning employee goes through a rigorous three month training program before they are ever sent out on their own, and that's just carpet cleaning. They also train in our facility with Chet for one-on-one time, learning not only proper cleaning techniques, but also client interaction and etiquette that Chet has learned over the past 20 years. Every morning Chet and Norm, our production manager, meet and discuss the daily jobs with our technicians so they know and understand what they are walking into.

Within the last few years, cleaning solutions have changed. With companies going "green", an unfortunate result is the solutions used today are not as aggressive as they have been in the past. However, with that change, came a change with Chet's. We have built new systems around these cleaning products that take more time and better tools to achieve as good as, or better results then with the old cleaning solutions. Unfortunately, part of our pricing reflects this additional time and price of new tools. This is why we are different from our competitors though. We know that our clients would rather have quality help and craftsmanship to protect their investments even it means having to pay a little more. While we know that times are hard, we will continue to strive with unwavering conviction for the best cleaning you have ever had. We will do whatever it takes to make you happy, up to and including a 110% refund of your money. Next Newsletter: **Experience!**-

The following 6 principles help Chet's determine the appropriateness of our decisions:

1. **GUARANTEE**- Our goal is that every client be a 100% delighted with the cleaning experience that they have with Chet's Cleaning. So much so that they would go out of their way to refer us to their family and friends
2. **REPUTATION**- Our reputation and consistent uncompromising quality produce the most loyal clientele, giving us unmatched security. To be viewed in the industry as the service leader. For our referral network to view us as their cleaning consultants.
3. **EDUCATION & EQUIPMENT**- Allow us to provide the best results through technical training and providing our technicians with the most efficient and effective cleaning tools on the market.
4. **EXPERIENCE**- Established in 1986, we are able to utilize the knowledge that we have gained over the last two decades to provide our clients with the ability to properly maintain the investments they have made in their homes and provide a healthier environment for their families.
5. **SYSTEMS**- Chet's Cleaning has realized that the only way to offer consistent cleaning results is to have guidelines, programs, and accountability for both in place. This ensures every client will receive the best results possible, regardless of cleaning situations or the technician performing the work.
6. **EMPLOYEES**- Offering premium wages, providing thorough training and a positive work environment will ensure longevity and loyalty to our company and most importantly display this passion towards our clientele.

GET **FREE CASH**
OR **FREE CLEANING**
THROUGH OUR REFERRAL REWARD PROGRAM!

For each new customer that you send us, we will reward you with a 10% referral fee that can be used toward CASH or FREE CLEANING. Simply refer your friends, neighbors, or co-workers, and we will reward you automatically. Remember that we offer a 110% money back guarantee, so you can be sure that we will take the absolute best care of your valuable referrals!

Mastering Leather!!

Chet's Cleaning is the authority when it comes to leather maintenance and restoration. We are the ones called to service such exotic leathers as Python and Eel, and are dedicated to delivering lasting results to all your leather. No one but Chet's has the experience or passion to bring new life to all types of leather.

We are collaborating with the industries foremost authority, which enables us to duplicate the original cleaning and tanning process. We are able to deliver the most dramatic results on difficult leathers like Nubuck and Aniline. We have been cleaning these leathers for years, but with limited results; these new techniques and solutions can rescue leathers that previously were impossible to correct.

*I wish you could personally see,
feel and smell the awesome results!*
Chet



Above you can see where the soiled area was shiny and dark. Below, you can see that it has been dramatically improved



After the soil was removed, the leather was restored to its' original suppleness and feel. And it retains its natural characteristics and charm.



Chet's Corner

He'll answer all your cleaning questions!

Below are answers to your cleaning questions. If you have any questions you may send them to chet@chetscleaning.com. The answers will be posted not only in the following month's newsletter but also on our website.

The first question comes from Cindy in Clinton Township: "How long should it take my carpet to dry after cleaning?"
With our method of cleaning, dry time is between 12-18 hours for carpet & upholstery. However, in the winter months, carpet dries FASTER because the furnace is on and the air has less moisture. If fabric protection is applied, dry time will be a bit longer.

The second question comes from Erica in Bloomfield Hills: "What is the best product to use on urine or feces from cats or dogs?"

Great question! The best & safest product we recommend is our Pet Stain Remover from the Spotting Solutions line. It contains an enzyme detergent that is needed to neutralize the PH levels of the urine/feces and works to remove or reduce the odor. Spot Out can work in a pinch on smaller spots, but we don't recommend repeated use because it isn't formulated for urine/feces damage.