Are your BSC's recession proof?

The question business owners are asking themselves every day. But are they doing anything about it? Program One is. In the last two years we have doubled our marketing expenses. We have done more printed marketing materials in the past two years than we ever have. Our company vehicles are now more like portable billboards. We have

a dominating presence on the web and the list goes on. All of these efforts have proven effective. Though we continue to lose revenue to cutbacks, price reductions and our retail customers simply going out of business: Our sales and profits have remained stable while other Building Service Contractors annual revenues continue to shrink. Keep an eye out for this Monthly newsletter to see our progress in 2011…

Celebrating Another Successful Year

The office staff and managers of Program One enjoyed an afternoon at TSUKASA to celebrate another successful year. If you enjoy Japanese steakhouse food, we highly recommend this restaurant located in Vernon Hills, IL. The field staff enjoyed a night of "Bowling for Dollars" at the River Rand Bowl in Des Plaines. Each of us at Program One would like to thank you for contributing to our festivities through your continued patronage.

Building Restoration, *Budget for 2011 Now*

Many of our customers are cutting back the frequency of their cleanings. However, we have seen a significant increase in spending for capital improvements. Apparently there are significant tax breaks for Building Owners when they improve their property. We would like to share a couple of successful improvements we have made for our customers in 2010. The Crossings in Oak Brook gets a complete facelift and the Citicorp building in Elk Grove gets its windows restored to nearly new condition.

Finally, Program One mobilizes a crew to complete a facade pressure washing at National Parkway in Schaumburg in the final 2 days of 2010.

Does your building have a discolored facade or stained windows? Call us; we are experts at finding solutions for these types of problems.