



INSIDE THIS ISSUE

- 1** Keeping Up in 2017
- 2** 3 Killer Team-Building Activities
- Grab a Bite at Treebeards
- 3** When is a Water Leak a Potential Lawsuit?
- 4** Hootsuite: One Tool to Rule Them All

THE PERFECT TOOL FOR MANAGING YOUR SOCIAL MEDIA ACCOUNTS

So, you've finally woken up and realized that social media marketing is more than just the fad skeptics thought it was a few years back. However, keeping tabs on numerous posts across multiple social platforms can easily eat up all your time. After all, you're a small-business owner, not a savvy social media marketing expert who can afford an entire team just to run the company Facebook page.

Enter Hootsuite, a robust, web-based social media management application that allows you to wrangle a nearly unlimited number of social accounts in one place, drastically reducing wasted time spent tracking each platform, while providing you with a number of tools to measure customer engagement with your brand.

With Hootsuite, you can integrate nearly every possible social network your business utilizes — from Facebook and Twitter to Instagram and beyond — into a single, seamless dashboard. From here, you can create timed streams for

every bit of content you post to any social media account you're managing, synchronizing or duplicating posts across platforms for maximum impact.

Hootsuite plans range from a limited free plan, which allows the managing of three social profiles from a single user and includes post scheduling (perfect for a user brand-new to social media marketing), to a \$499 per month business plan, which includes exportable analytic data, 50 social profiles, and custom URL branding.

After you create your account, Hootsuite will take you through a step-by-step process to add each social media account you need. Following that, you can begin using the dashboard to create social media posts and control which accounts the message will get posted to and at what time(s). You can upload images and add links (which will be automatically and conveniently shortened in the actual post), as well as set privacy settings. You can even set up auto-



scheduling, which lets you queue up a bunch of posts that are then automatically posted at the dates and times you specify.

These tasks only scratch the surface of Hootsuite's capabilities, which also include a staggering number of options for monitoring posts and customer engagement.

That said, it's a good idea to shop around before committing to a social media management platform. Hootsuite is the most popular one out there, but it's far from the be-all, end-all. Check out HubSpot, ideal for tracking every aspect of your social media sales funnel, or TweetDeck, a renowned tool specifically for managing your company's Twitter.

THANKFUL FOR THE BUSY YEAR

WHO ELSE IS READY FOR THE HOLIDAYS?

To put it mildly, 2017 was a wild year. All year long, news across the nation reported one new crisis after another. And when hurricane season started in the **ATLANTIC Pacific**, we entered a whole new ballgame. For the first time since 2005, four hurricanes made landfall in the United States, three of which were so powerful the World Meteorological Organization considered retiring their names from the hurricane storm name list. The three in question are Maria, Irma, and, the one Texans are really familiar with, Harvey. Hurricane Harvey tore through the Gulf, decimating the city of Rockport and causing a great deal of flooding and destruction **ACROSS SOUTH TEXAS throughout Houston**. In the aftermath of the hurricane, we were overwhelmed with phone calls from people who faced indoor air quality problems. We were able to keep up with the demand, though compiling reports took longer than usual. I want to take a moment to thank all our clients who were so understanding during the busy season. It wasn't an ideal situation for anyone, and I am grateful to my clients who were patient and worked with us as we got through it together.

Honestly, I should be thanking you all every month. The work you've given me over the years has been invaluable. I've been able to work in a field I enjoy and support my family, which is something not many people can say. I appreciate every phone call and each job, though I didn't anticipate how much demand would increase after Hurricane Harvey. In 2008, after Hurricane Ike wrecked the Galveston-Houston area, we saw a similar increase in demand for IAQ servicing during the recovery efforts. However, this busy period only lasted four weeks. The impact of Hurricane Harvey kept us busy well into November. It took a lot of late nights and early



"I want to take a moment to thank all our clients who were so understanding during the busy season."

mornings, but I am glad my company is the first one clients think of when they need help.

As we move through December, things have quieted down again. While I love the work, I am grateful to have a moment to sit back and relax. After this last year, I know it's important to look ahead at the upcoming year to determine which direction we want to go in. But more importantly, I'm happy to have the

opportunity to spend the holidays relaxing with my family.

Though my eldest daughter is still teaching in South Korea, I'm looking forward to seeing my other two daughters and their families during the holidays. This year, the family got a little bigger when **my youngest daughter, Monica, OUR MIDDLE DAUGHTER, DANA**, gave birth to her **FIRST** **third** child! A new baby boy joined the family, and we couldn't be more thrilled. He's a cute little guy, and it will be a wonderful experience to watch him grow up. Thank you all again for your support and understanding over the last year. May you all have a more relaxing end of the year and feel re-energized as we enter 2018.

Happy holidays!

Train West

3 KILLER Team-Building ACTIVITIES

A tight-knit team benefits every business, regardless of size or industry. Every one of your employees is working toward a common goal, so a sense of camaraderie is crucial. As a leader, bringing your team together is one of the best investments you can make. What's even better is that you don't need to take everyone to Cancun to build real connections. Here are a few activities that will delight your staff without crushing your budget.

Back-to-Back Drawing

Team communication is vital to an effective workplace, so why not have a little fun testing that skill? Break your staff into groups of two, or do it by department if you have a larger workforce. Each pair sits back to back, and one is given an image to describe to their partner, but they cannot just say what the image is. The other partner has to try to replicate the image, and whoever comes closest wins.



Egg Drop Contest

You may have done this in high school physics class, but you'd be shocked at how well it tests creative problem-solving in your office. Give each team (you can decide the numbers) an egg and a time limit to create a contraption that will allow the egg to survive an eight-foot drop. You can provide materials if you'd like or force them to make due with whatever's lying around. Not only will teams have to work together to create a novel solution, they'll have the satisfaction of seeing their work put to the test.

Top 5 Anything

Introducing a new employee to your group can be a challenge. "What's your name?," "Where are you from?," and the like are boring and don't really let someone express themselves. A great way to let a new employee share a passion or interest is to simply ask them to share their top five favorites from a category of their choosing. An avid reader might choose top five novels, and a home cook their top five favorite dishes. The great thing about this activity is that gives an employee the freedom to talk about something they love, while also letting the group get to know them.

Sure, everyone loves a free lunch and a chance to escape the office for a few hours. But these team-building activities, which require no travel at all, can be even more rewarding.

Where's the Best Fried Chicken?

Make Lunch Plans at Treebeards in Houston



I travel often for work, an aspect of my job that has its own pros and cons. One big pro comes in the form of food. I'm able to eat at many different restaurants across Texas and the surrounding areas. If you're looking for a good place to grab a meal, I might have a few suggestions. For example, when I'm at home in Houston, I love nothing more than chowing down on fried chicken at Treebeards.

Since 1978, Treebeards has been a staple of downtown Houston. Over the decades what started as one small restaurant in a former pool hall grew into five separate locations, one of them in the lower Houston tunnel system, and another in the congregational hall of Christ Church Cathedral called "The Cloister." While the exact operating hours vary between locations, all five restaurants are only open for lunch. Their menus, also unique to each location, specialize in hearty Southern and classic Cajun entrees.

If you're only in Houston for an afternoon and have to pick one place for lunch, I highly recommend The Cloister. In addition to the incredible cooking which all Treebeards are known for, its location in the church's social hall creates a comfortable atmosphere. It's a real family setting, unique to this Treebeards location. Plus, the food is always fresh! As I mentioned before, I really like their fried chicken, but you can't go wrong with their red beans and rice, jambalaya, or fried catfish. Be sure to end the meal with some bread pudding — if they have any left, that is. The bread pudding tends to go fast, and, even if you're not a big dessert fan, you don't want to miss this house favorite.

When it comes to southern food in Texas, the competition is fierce. But if you choose to eat at Treebeards, you're sure to leave full and satisfied.



Who Can Clean Up Black Water?

What You Don't Know About Water Can Leave You Liable

In elementary school, we're taught water can exist in three states: liquid (drinking water), solid (ice), and gas (clouds or fog). Building owners and managers need have a greater understanding of water and to recognize that it comes in three categories in addition to the states of matter. These categories are defined by the Institute for Inspection and Cleaning Restoration Contractors (IICRC), and are the insurance industry — and liability — standard.

Category 1: Potable Water

Water that is clean and safe to drink is classified as potable. When potable water leaks from a faucet or supply pipe in your building, the cleanup method is simple and can be performed by building staff, provided they employ proper cautionary measures. If a category 1 water leak is ignored for 24 hours or longer, it can deteriorate into category 2 water.

Category 2: Gray Water

Category 2 water, sometimes called gray water, is water that was once potable, but now contains mild contaminants such as urine or bacteria growth. Like category 1 water, with the right techniques, a category 2 leak can be cleaned up by your building staff.

Category 3: Black Water

When water contains feces, pesticides, fertilizers, insect and animal parts, and other chemical or biological contaminants, it's classified as category 3, or black water. Buildings have problems with black water after sewage overflows or when water is drawn blown



inside during a storm. This usually occurs as flooding after heavy rains. Due to the dangerous nature of category 3 water, your average custodial staff should not be assigned cleanup. Addressing black water requires a trained team using protective equipment and specialized cleaning methods. When property management directs a building's engineers or custodians to take care of black water problems, they are putting their team at a tremendous health risk. Such carelessness can leave management and the building owner liable for any adverse health reactions. To avoid THIS such liability, property managers should look into specialized training for Water Restoration Technicians (WRT). WRT training teaches your staff how to determine the moisture content of wet materials, use moisture meters, quickly dry flooded areas, and the important safety and health issues involving water spills. Water can be a problem in any building. Visit the IICRC website at iicrc.org to find local WRT training to make sure your team is ready to safely clean up any mess.



SUDOKU

8	3	1		6	5
		7		9	8
5		1	7		
	3		2		
		3	4		1
	4		8		
9					
3	2		6	4	7