Special Anniversary Issue

Celebrations

Reflections from the CEO

Passion... We’ve Got It!

Where We’ve Been & Where We’re Going

Our Employees Make a Difference
Celebrations
SPECIAL ANNIVERSARY ISSUE

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OUR MISSION
In the markets we serve, we will be recognized as the premier provider of the best quality, customer focused support services.

OUR VALUES

INTEGRITY.
A commitment to forthright, honest communication in all of our encounters.

COLLABORATION.
An unyielding commitment to consistent teamwork in order to achieve collective goals.

ACCOUNTABILITY.
As a company and as individuals, we accept full responsibility for our actions and the associated outcomes.

PROFESSIONAL DEVELOPMENT.
Providing the right tools, training and support for professional growth.

LEADERSHIP.
Displaying the passion to exceed expectations in all that we do.

955 Chesterbrook Blvd.
Wayne, PA 19087 • 800-447-4476
Welcome to this 15th Anniversary edition of “Celebrations”. We have achieved a lot together over the past 15 years and now serve more than 1,000 customers throughout the United States. Our 15 year anniversary is a most appropriate time to recognize and celebrate all of your tremendous efforts and accomplishments.

Crotthall Services Group would not be where it is today if it were not for your incredible drive and enthusiasm. Not only are we financially strong, but we have also remained number one in providing quality service within the industries we serve. It has been your unwavering dedication to being the very best that has further differentiated us from our competitors. You have created a team spirit that has built loyalty and commitment.

All I can say is…THANKS for making it happen! You are awesome. I wish that I could be at every location to personally express my genuine appreciation to you (and our customers) for your commitment and support. Your desire and willingness to work with me to make Crotthall a special company means more to me than I could ever tell you.

As I travel the country meeting many of our people and customers, I am constantly reminded of our many blessings. As a means to share our good fortune, Crotthall Cares was formed. Crotthall Cares reflects your caring and generous spirit to those who find themselves in need. Thanks for making a difference in the lives of so many people.

In the spirit of recognition, it gives me such pleasure to announce our first “Make a Difference” award winners. These are special individuals that have gone above and beyond the call of duty every day to provide extraordinary care to our clients and their patients. Please join me in congratulating our winners, shown on page 16. Their commitment to service reflects the spirit of Crotthall and is an inspiration for us all.

We are well positioned to have another great 15 years as a company. We must continue to work and share with each other to ensure our bright future. Our company values—Integrity, Collaboration, Accountability, Professional Development and Leadership—will further direct our future and our behavior.

Best wishes and many thanks for all that you have done for Crotthall Services Group. Our people are our most important asset and we must always work together to ensure that enthusiasm, a positive attitude, a sense of humor and a well rounded life are cultivated throughout our company.

Enjoy and Celebrate!

John H. Krutola

CELEBRATIONS 3
Keeping the Momentum Going!

15 years ago, Crothall was founded by six guys focused on one service—healthcare housekeeping. With just a handful of clients yielding $15 million in revenue, Crothall set out to take the support services industry by storm with a simple plan: provide the highest quality programs and best customer service. This strategy has transformed Crothall over the years into a national leader, with the industry’s highest client retention rate. We now serve over 600 hospitals through four major divisions, and have begun to expand this success into the business and industry sector as well. We’ve come a long way in 15 short years.

What will the next 15 years look like for Crothall?

The company must manage healthy growth while continuing to deliver the high quality that has made it so successful. Two goals stand out: developing and strengthening our people, and ensuring consistency in the implementation of our programs. With great success comes great expectations, and there is no turning back.

ENVIRONMENTAL SERVICE—The engine that pulls the train

EVS has always been the heart of Crothall’s operations. In 2006, this continued to be the largest division, enjoying growth of more than 20% over last year, surpassing forecasts. Recently, the entire division was reorganized under the leadership of Executive Vice President Tom Racobaldo. This new structure will enable Crothall to deliver better program consistency throughout the country.

Over the next five years, EVS has several goals to capitalize on its strengths and address challenges. New business growth and client retention are paramount. Investing in management at all levels will provide growth opportunities for its people and address problems of turnover at the supervisory level.

Most importantly, the highest quality programs must continue to be delivered. With this plan, expectations are to more than double the division in five years, and within 15 years, Crothall will be the largest EVS provider in the industry.

LAUNDRY AND LINEN—Leveraging our size and reputation

This is a unique time for the laundry industry, and Crothall is well positioned to continue to enjoy strong business growth in this sector. The hard work of all its employees has earned Crothall a much-deserved reputation for high quality. This reputation has opened the door to new market opportunities, as well as increasing customers for its existing laundry facilities. Now processing over 418 million pounds annually, Crothall is one of the largest healthcare laundry processors in North America.

Unprecedented increases in energy costs, lack of available capital, and increased regulation have all added pressure to laundry providers. These challenges and other forces will continue to drive more consolidation in the industry favoring larger players over small, private laundries. Population increases will create large demands for laundry services, pushing hospitals and hotels to outsource this service. Crothall Laundry Services is well situated to continue to lead the way forward.

PATIENT TRANSPORTATION—Unique focus powers rapid growth

It began in 1998 when Crothall was invited to oversee the patient transportation department at a prestigious children’s hospital. Grabbing the opportunity, Crothall’s transport division was born. Crothall is the only provider with a dedicated management support structure where transport is not merely an add-on feature; it is a focused and dedicated service. For the past two years, client retention has been an astound-
ing 100%, while the division has grown to more than 50 accounts representing over 4.5 million transports per year.

In the next five years, the division's goal is to more than triple these figures. The program is accomplishing this by leveraging existing Crothall relationships, as well as expanding service offerings. The recent partnership with Best Upon Request concierge service is key to this strategy. Crothall is determined to secure the marketplace position as the industry's leader in patient transportation services.

**Facilities Management—Planting the seeds for future growth**

Crothall Facilities Management encompasses several hard services functions, including plant operations, maintenance, biomedical engineering, and asset management. 2006 was a record sales year for the division, and revenue surpassed projected levels. Growth has been achieved in both healthcare, and through the support of Crothall’s B&I division, the commercial and education sectors. Crothall Asset Management continues to provide value for existing accounts, and is currently working on an exciting energy conservation project.

The September 2005 acquisition of Kinetic, a respected and leading provider of biomedical engineering, allowed for Crothall to enter into the clinical equipment services market. Over the next five years, we will continue this successful trend.

**Business and Industry—Solid foundation and positioned for success**

Previously known as ESS Americas, Crothall Business and Industry has had great success in the two years since its inception. Managed volume is well above expectations, and B&I has added several prestigious names to the roster of clients, including Halliburton, British Petroleum, P&G, Siemens, and BC Hydro. This is Crothall’s most dynamic and exciting division because of the sheer variety and scope of services provided. The commercial sector is demanding, and no “cookie-cutter” approach will satisfy this market.

Over the next five years, Crothall’s fastest-growing division expects unprecedented growth, and to match the same high retention rates achieved by the healthcare divisions. The strategy is to work closely with clients to reduce operating costs while delivering the highest level of quality services. No matter the size, every customer will receive the same outstanding service. The goal is not to be the largest soft services provider in the industry, but to be the best.

Crothall serves over 600 hospitals through its four major divisions, and has begun to expand this success into the business and industry sector...
Patients the world over look to Cedars-Sinai Medical Center of Los Angeles for premier health care. Consistently ranked by US NEWS AND WORLD REPORT as one of the nation’s top hospitals, Cedars-Sinai’s size and activity are dazzling: 272,000 patient days, 77,400 ER visits, 23,400 surgeries, and 6,700 births annually. All of this occurs in buildings containing 2.8 million square feet and 970 beds.

A Crothall Environmental Services customer since 1998, Cedars-Sinai opened the Saperstein Critical Care Tower in January 2006, following years of careful planning and construction. The state-of-the-art 280,000 square foot tower has 120 critical care beds and a 30-bed rapid turnover unit, making it one of the largest and most sophisticated critical care units in southern California. To ensure sparkling conditions and a smooth opening, Cedars turned to Crothall and its Unit Director, Bill Hund.

**THE PLAN**

Working closely with Cedars-Sinai’s Director of Materials and Facilities Management, Gerry DeSilva, the Hospital’s Physical Plant Department, an array of nursing and department managers, and the construction contractors, Bill Hund and his management team designed and executed a plan for rapid and thorough post-construction clean-up of the Tower.

As with most projects of this scale, there were both anticipated and unanticipated challenges. And although cleaning the new building was a major focus, there were dozens of logistical needs to be considered. Things like new soap, paper towel, and toilet paper dispensers to install; new cleaning equipment to purchase; new linens to acquire; and new staff to hire and train. Bill and his team realized this and moved into high gear.

Construction delays were frustrating, as were repeat cleanings following additional construction work. However, Bill and his team were committed to staying ahead of the cleaning curve by continuously removing trash and debris, and providing general cleaning services through the construction process.

**CROTHALL IS!**

Exceptional planning and execution ensure flawless opening of The Suzanne and David Saperstein Critical Care Tower of the Cedars-Sinai Health System, Los Angeles, CA.
THE MOVE

Staying close to the project and coordinating carefully with the construction teams gave Bill the insight and edge he needed to execute the final cleaning. In fact, he and Gerry DeSilva attended dozens of meetings with department and nursing managers to ensure that all needs were clearly identified and addressed. Following a grueling weekend, during which Bill and his team cleaned and polished feverishly, the facility began to shine. The Saperstein Critical Care Tower was ready for patients as planned at precisely 8:00 a.m. on Monday, January 25th, 2006. The move proceeded flawlessly; however, Environmental Services’ work was not complete. Each of the older, vacating units required a thorough post-move cleaning to prepare them for alternative uses.

THE RESULT: SUCCESS!

Gerry DeSilva was pleased, as were Saperstein physicians, nurses, and support staff. “Bill Hund and his team were committed to this project. Because they so thoroughly planned, anticipating every detail, on that Monday the building was immaculate and the users were delighted! Everything flowed so smoothly, we effected the transfer in just 8 hours. Bill and his team had the linens, supplies, staffing, and managers in place and ready to roll. They did a terrific job!” In fact, an additional benefit to the hospital—virtually overlooked in the excitement of the move—was a significant improvement in productivity. Although the number of critical care beds at Cedars-Sinai doubled from 76 to 150, the number of FTEs assigned to clean them increased by only 36%, resulting in a 30% productivity improvement!

“The Crothall team was phenomenal,” recalls Bill Hund, “They came together to bring the building online and their commitment and unity haven’t wavered a bit since the move. It has also created a closer connection with our customers. We have enriched our relationships with the nursing and department users. They trust us, are welcoming when we come to their units, and have shown appreciation in very open ways.”

To learn more about how to plan and coordinate a major building move, contact us at 1-800-447-4476.

“Crothall’s philosophy is to support customers and to blend into the cultures they serve. It certainly happened here. The company has given us great people and a great program. The Saperstein project reinforces once more that the Cedars-Crothall partnership really works for our staff and patients.”

—GERRY DESILVA,
Director of Materials and Facilities Management

On inspection Rounds—
BILL HUND (L), GERRY DESILVA (R)
Celebrating 15 Years of
Crothall exceeds managed revenue of $700 million

2005
Crothall enters the Biomedical Engineering Services market with the acquisition of Kinetic

2006
The company now serves more than 1,400 clients

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Growth

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CELEBRATIONS 9

www.Crothall.com
February where we recognized our 2005 Top Performers. Finally, launching CROTHALL CARES and really feeling the positive impact it has had on so many people.


What’s in your VCR, DVD or TIVO? Nothing; however, we just watched the final season of Friends and enjoyed the movie Annapolis on DVD.

Who is your favorite American Idol? From the most recent competition, Chris. I had the opportunity to see Taylor Hicks in D.C. a few months ago.

What advice would you give to someone who just joined Crothall? Work hard, expose yourself to as many of the services we offer as possible, identify a mentor to help you navigate, be honest with yourself and your fellow employees, celebrate and have fun.

Describe Crothall in October 2021 (another 15 years) We will be number 1 in healthcare support services with annual revenues approaching $3.0 billion, will have exceptionally high employee satisfaction, achieved 100% customer retention, increased our focus on automation and technology, will have a very diverse and well-trained workforce and will be a company nationally recognized for giving back to society. In essence, the envy of American business.

“Pizza and beer” or “Sushi and Sake”? Sushi and Sake whenever possible.

What is the one thing that nobody knows about you? In late 1989, my wife and I were in a helicopter crash over the Pacific Ocean, which we thankfully survived.


Favorite sports team or athlete? My daughter’s 8th grade basketball team...they are awesome. Seriously, my favorite athlete is Tim Duncan, a great role model for youth and a fellow Wake Forest University graduate.

Biggest “Pet Peeve”? My biggest pet peeve is centered around communication. Problems occur when for a variety of reasons, the original communication is misunderstood and/or interpreted differently than what was intended. Also, when the intended message is not communicated consistently throughout the organization (as previously planned or agreed to) and it leads to confusion and a bit of a “disconnect.”
DANIEL E. GATTI  
SVP/CFO

What was your first job? Busboy – Chesapeake Bay Seafood House. I used to come home smelling like fish all the time...

What was your first job at Crothall? Director of Finance and Accounting.

Who is your biggest influence? My parents.

What CD do you have in your car right now? Two of the greatest bands of all time - “Cheap Trick—Live at Budokan” and “The Doors Greatest Hits”. Few people know that Rolling Stone Magazine voted Cheap Trick’s “I Want You to Want Me” the greatest rock song of all time.

What is your funniest Crothall moment? There are many, but the hulking Mike Bailey getting sea sick on a senior manager deep sea fishing trip to Key West was very funny—I’m sure Mike would disagree...

MICHAEL BAILEY  
SVP/Laundry Services

What was your first job? Paperboy.

What CD do you have in your car right now? AC/DC

What advice would you give to someone who just joined Crothall? “Fasten your seatbelt.” No, actually I advise new hires to learn all they can, to carry out our company values each and every day, and to have fun.


Favorite sports team or athlete? Los Angeles Lakers

Biggest “Pet Peeve”? I absolutely detest answering machines and/or voice mail.

STEVE CARPENTER  
SVP/Facilities Management

What was your first job? At Picker International as a Computed Tomography Engineer.

RICHARD MENSECK  
SVP/Southern Division

What CD do you have in your car right now? Grateful Dead, “Skeletons from the Closet”.

What is your funniest Crothall moment? Working with Great People creates fun every day!

What is your most special Crothall moment? Being honored as a cover story for “Celebrations”.

What is your favorite book? Ken Follet, NIGHT OVER WATER.

Who is your favorite American Idol? Never saw this show.

“Pizza and beer” or “Sushi and Sake”? Pizza and Beer.

To find out more about these guys, visit www.crothall.com/celebrations.

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When did you join Crothall? 2004

What CD do you have in your car right now? “The Wiggles”...My 6 year old rules.

What is your most special Crothall moment? My first bed and breakfast experience...with Bart Kaericher in Farmville, Virginia! I was meeting Bart for the first time. I drove to Farmville for a survey at Southside Community Hospital. Bart made the hotel reservations for us. As I approached the address, I pulled in front of this Bed and Breakfast. I immediately called Bart on his cell... “Is this really where we are staying?” Bart told me this was the only place. This was actually my first and only B&B experience. I joke with Bart about it to this day.

What’s in your VCR, DVD or TIVO? “Saving Private Ryan”.

Who is your favorite American Idol? Kelly Clarkson, Katharine McPhee.
BART KAERICHER  
SVP/Sales & Marketing

What was your first job? My first job was a swimming pool maintenance guy at the community pool. I was 12 years old and thrilled to have it...lots of leaf raking, grass-cutting and cleaning of the pool...spring cleaning was the worst. My first job after school was an Account Manager for a medical supply company (Kendall McGaw)...this is where I gained my appreciation for the healthcare arena.

What CD do you have in your car right now? My CD player doesn’t get much use these days...I prefer the satellite radio...it is set on the “shuffle” or Bloomberg Financial News Channel.

What is your favorite book? I FEEL GREAT! by Pat Croce—it is full of inspirational and motivating stories...I highly recommend it.

Country, Rap or Rock? Country, Rock and Jazz

Biggest “Pet Peeve”? People who “jump” lines...either on the highway, food court or amusement park.

TOM RACOBALDO  
EVP/Housekeeping Services

What was your first job? 12 years old—Summer jobs both cleaning and doing odd jobs in our family owned Italian Bakery Shop—and on many occasions, I took two buses both back and forth to work.

Who is your biggest influence? Joe Corbi—my high school football coach. He proved to me that working hard and staying focused can allow you to deliver better results than others—even if you or your team possess less talent and skill. He was also instrumental in helping me gain entrance to the University of Delaware, where I eventually graduated with a B.S in Business Administration.

What is your favorite book? THE FIRM. I read it many years ago and it motivated me to continue reading.

Who is your favorite American Idol? I have none—never watched the show.

Favorite sports team or athlete? Sports team has got to be the “EAGLES”.

JOHN GIANOTTI  
EVP/COO Business and Industry

What was your first job? My first job was loading freight trains at a light bulb factory.

Who is your biggest influence? My dad. He taught me the importance of a good education and strong work ethic.

What is your favorite book? I don’t have a favorite book, but I do like a number of old English classics.

Favorite sports team or athlete? I don’t follow sports, nor have a favorite team.

Biggest “Pet Peeve”? My biggest pet peeve is when people don’t pick up after themselves.

PIZZA or SUSHI?  
RAP or ROCK?

(continued from page 9)
In recognition of those who have been with Crothall Services Group from the beginning, we are proud to share the “15 Year Club” with you.

While reading the following few pages you’ll have an opportunity to hear what our clients and employees have to say about us and our commitment to them over the years. We hope that you enjoy reading their quotes as much as we have!

The 15 Year Club

Inspiring memoirs and reflections from employees and clients who have been with us from the beginning.
ALLIED SERVICES
Scranton, PA

ATHENS REGIONAL MEDICAL CENTER
Athens, GA

BAPTIST HOSPITAL OF EAST TENNESSEE
Knoxville, TN

CAMDEN COUNTY HEALTH SERVICES
Blackwood, NJ

HEBREW REHABILATION CENTER FOR THE AGED
Roslindale, MA

SHELTERING ARMS REHABILITATION HOSPITAL
Mechanicsville, VA

“Many things impact the perception of quality in a hospital; not the least of which is housekeeping. The work and attitude of the Crothall employees and managers have had a positive impact on our patients experience at Allied Rehab. They are an important member of our team.”

— Jackie Fletcher, Vice President
Allied Services Rehabilitation Hospital

MIKE BAILEY: Wow! 15 years have gone by in a flash. It seems like only yesterday when we were formulating our business plan at our first headquarters in Nashville, TN. Our growth and success have certainly exceeded my expectations. Our company is a true testament to the axiom, “Quality and service equals success.”

Mike was one of the founding members of Crothall Services Group, acting as Vice President. Today, Mike is the Senior Vice President of the Laundry Division.

Athens Regional Medical Center continues to be impressed with Crothall’s expertise, leadership, knowledge, resources, and commitment. Our laundry manager, housekeeping director and operational staff in terms of responsiveness, customer focus and top quality outcomes are the compelling reasons for Athens Regional Medical Center’s continued relationship with an outstanding management team. Corporate support is always available as a resource and the company takes great pride in visiting, rounding, tweaking the process, and in taking ARMC to greater heights with an outstanding management team. Additionally, since the contracting of housekeeping services in 1991 and the laundry service in 1996, we have had outstanding Joint Commission on Accreditation of Healthcare Organizations surveys with no issues, which is remarkable. Likewise, for over 14 years Crothall has continually satisfied our patients, staff, and family members with the cleanliness of our facility. The long-term profitability of the hospital has been greatly enhanced, because of our joint venture and their understanding of helping us meet our financial goals. In the finality, we consider Crothall a partner for life!

— Bernard Wheatley, Vice President of Operations
Athens Regional Medical Center

JOHN GIANOTTI: I am amazed with the growth of the company over these past 15 years. I continue to be impressed every day with our achievements. I’m fortunate and grateful to be part of such a success story. Professionally, I couldn’t be more proud of our employees and how they contribute daily to our success.

John began his career with Crothall as a District Manager in the Facilities Management Division. Today, John is the COO for Crothall Business and Industry.

"I have had the opportunity to work with Nick Reynolds of Crothall for the past several years and have always received timely and responsive support. He and his team have partnered with us in meeting the environmental services needs of our organization. The longevity of our relationship with Crothall speaks to their ability to bring creative solutions to today’s healthcare workplace. I can tell you that Nick is a pleasure to work with and we consider him an extension of our leadership team. After many years you almost forget that he is a Crothall employee. I imagine that this is the type of working relationship that few contract organizations ever achieve."

— Scott Schaffer, Vice President, Human Resources
Baptist Hospital of East Tennessee
Coming together is a beginning, staying together is progress, and working together is success.

— HENRY FORD
We are proud to introduce you to the first “Make a Difference” winners! Although it was our intent to honor four winners along with our 15th Anniversary celebrations, we received so many worthwhile entries that we couldn’t limit the recognition to just four. Congratulations to each and every one of you for making our company great!! Now it is time to meet the first 10 winners...

MARIA NIERA  
Housekeeper  
Baylor University

RITA ROBINSON  
Housekeeper  
Saint Francis Hospital

MARGARET REYNOLDS  
Service Associate  
Gadsden Regional Medical Center

HENRY WILLIAMS  
EVS Tech  
Grady Health System

HILDRED MAYES  
EVS Aid  
Presbyterian Hospital

JAMES GRIPPIN  
Tech II  
WVU/NASA

MATT GARNES  
Transporter  
St. Luke’s Medical Center

SUSIE ROARK  
Transporters  
Columbus Children’s Hospital

KATHY LINDSEY  
Transporters  
Columbus Children’s Hospital

DIANNA THOMPSON  
Lead Housekeeper  
Halliburton

To read the stories behind each of our winners, log on to www.crothall.com/celebrations.