

SPRING 2015

A MESSAGE FROM STEVE WILSON, PRESIDENT & CEO



Team,

A few weeks ago I had the chance to visit a special place that was a prominent part of my childhood. It was a dairy store. That's right a dairy store... not just

any dairy store but the World's Largest dairy store. However, it didn't start out that way. The name of the store is Stew Leonard's and it opened in 1969 selling bottled milk with 7 employees. Today Stew Leonard's has annual sales of over \$400 million and more than 2000 employees. The genius of Stew Leonard's wasn't selling bottled milk, it was the unrelenting commitment to customer service and the customer experience.

As a kid, we couldn't wait to go to Stew's to watch, through the big glass window, the milk actually getting bottled while jamboree music was being played by Disney-like animated farm animals (the real farm animals were right outside). Today, Stew Leonard's is more like Whole Foods meets Costco and Disney World. Why has this Dairy Store idea been such a success? It is because of their customer service culture that was established on day one 45 years ago and has never wavered.

As you enter Stew Leonard's there is a huge granite rock engraved with:

"Rule 1 The customer is always right!
Rule 2 If the customer is ever wrong,
reread Rule 1 "

Now, as I think about our company, The Service Companies, I believe more than ever that our commitment to Service. Above All is the engine that will drive our success. There are several key parallels between our Service Code and the culture at Stew Leonard's including "if you

treat your employees well they will in turn treat your customers well".

Every week we read amazing stories and updates about our team members delivering Service. Above All to our customers. We see team members thanking each other for the support they receive. We see our expertise solving issues and delivering the best in quality to our customers. I encourage all of us to continue to embrace our Service Code and seek out opportunities every day to deliver Service. Above All. Celebrate and share your successes. Someday, we just may be The World's Largest Provider of managed services to the Hospitality Industry! I believe we are well on our way...

Thanks to all of you for your hard work and see you in your property soon

Steve Wilson



OUR PROMISE

To consistently deliver flawless service, which greatly enhances the guest experience, and adds significant value to the business of our hospitality customers.

Welcome Our New Accounts to The Service Companies' Family

Congratulations to all of the local teams and support associates who have been involved with many of the recent openings. It seems as though we were just discussing a very full calendar ahead and now happy to share some of the highlights of our new accounts that are up and running. We appreciate all of your hard work in making these a huge success.

Lake Tahoe

Our Hotel & Casino Property in South Lake Tahoe features 539 rooms and suites, 25,000 square feet of gaming space, several food and beverage outlets, entertainment venues and breathtaking views.



Las Vegas

Congratulations and thank you to the entire Las Vegas team and support staff who were a part of the massive renovation and re-branding at our largest account located on the Las Vegas strip. The Service Companies manages over 2,200 guest rooms with a full turn-key operation in Housekeeping and EVS at this beautiful Hotel and Casino.



Puerto Rico

A luxury resort located on a two-mile stretch of sandy beach in Puerto Rico offering 416 rooms and suites, 30,000 square feet of conference facilities and 12,000 square feet of spa.



West Palm Beach

A wonderful addition to our customer base. This property in West Palm Beach, Florida had their marble floors in their public areas completely transformed in over just three nights after the take over. We provide overnight cleaning of their Public Areas and a complete turn-key operation of Laundry and Housekeeping. We look forward to exceeding their expectations on this new venture.



West Palm Beach

Lake Charles, Louisiana

We are excited to manage yet another beautiful property in Lake Charles Louisiana. This 242-acre waterfront casino features 740 guest rooms and suites with over 30,000 square feet of meeting space, and more than a dozen food and beverage outlets. The Service Companies manages a full turn-key Housekeeping operation as well as Public Areas and Stewarding staffing.



Matt Sanfilippo (Vice President of Human Resources) and Anjuli Ganguly (Director of Human Resources) working on-site before the grand opening at Lake Charles.

New York, New York!

The Service Companies is thrilled to announce a brand new luxury opening in Manhattan! This flagship, 114-room, 12 stories-high property is the first of its brand and newest addition to our roster of luxury clients. Featuring stunning, custom chandeliers throughout the property, we provide all of the Window, Chandelier, Artwork, Public Area, Spa and Back of House cleaning, as well as assistance in guest corridors and rooms. With our combined 20+ years of window and chandelier cleaning background, our JRS technicians are well-seasoned experts in the field.



"It's the nicest hotel in New York since the St. Regis and will eventually exceed the St. Regis as the premier hotel in New York"



Welcome to Wichita

Welcome to the newest team members for our new account at a luxury hotel in Wichita Kansas. We are pleased to provide staffing in Housekeeping, Laundry and Food & Beverage departments.



New Orleans, Louisiana

A beautiful addition in New Orleans. This hotel and casino riverboat property offers 150 guest rooms, 5 different dining options, fitness centre, entertainment and over 1500 slots and games. We provide cleaning of the Public Areas and complete turn-key operation of their Housekeeping department.



Our \$130,000 Man



Rodolfo Fausto

We are truly proud to recognize Rodolfo Fausto as part of the companies' Service. Above All recognition platform. Roldolfo from one of our luxury casino properties in Las Vegas, returned over \$130,000 that he found in the men's restroom. We are lucky to have Rodolfo on our team. Thank you for your honesty Rodolfo, and making The Service Companies a trusted partner.

Holiday Toy Drive in Virginia

Thank you to the Williamsburg team for their continued support in the community. Along with our customer, our associates helped collect over 120 toys for the CHKD Hospital. The entire team was involved but one housekeeper in particular, Carolyn Boone (below) donated 60 toys herself. "It was incredibly rewarding to visit the children at the hospital. We laughed together and even shared some tears. Bringing home these memories and being able to put smiles on their faces, was well worth our efforts". It is always great coming together with our partners to make the difference. The Williamsburg team will look forward to many more opportunities like these in the future.



Our J1 Students Receive a Special Visit

Deputy Assistant Secretary of State, Robin Lerner from the U.S. Department of Educational and Cultural Affairs, visited our J-1 Students! Our Summer Work-Travel students enjoyed a day in Lake Tahoe, Eagle Lake and Emerald Bay Beach.



Clean the world

Our housekeeping departments collect 15,000+ bars of soap weekly for our charity partner, Clean the World, as part of an ongoing mission to distribute hotel hygiene amenities to communities where poor hygiene is the leading cause of death. Larry Henderson from our property in Laughlin, NV joined our property partner in the Dominican Republic to distribute 10,500 bars of soap to Children International Centers and Communities. Thank you to Larry and all associates for your continued support.



Walk with Me

We are honored to have participated in our clients' Walk with Me program. Walk With Me was created for leadership to experience other departments at their own properties. At their most recent event, The Service Companies' Housekeeping Team showcased what it's like to work in their shoes and the strong leadership skills it takes to succeed. The feedback was incredible. Congratulations to our Team in Lake Charles.

It takes a TEAM. I am honored to have spent some time with such a dynamic group of people. Communication, attention to detail and hard work doesn't even scratch the surface of all the impressive qualities this housekeeping team has."

HR Manager

It made me realize that housekeeping and other maintenance departments are the unsung heroes of the property. Toiling away in anonymity while being the true keepers of the flame that is the Property Brand which is synonymous with class and elegance.

Marketing Manager

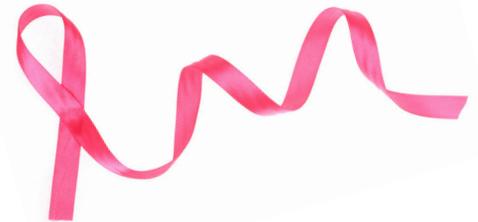


It takes a lot of work to keep all of our hotel rooms clean and I commend the staff for their hard work - it's what keeps our guests coming back again and again."

VP of Marketing

Breast Cancer Awareness

Billy Reyes and the Cincinnati team had the pleasure of participating in the customer's annual bra competition raising awareness for breast cancer. Departments were asked to design a bra and our manager Nick Burnette was lucky enough to wear it in the property fashion show



Nick Burnette

Spreading the Love on Valentine's Day

Valentine's Day kicked off the start of a very important week for the team in San Antonio. The operations team had to turn the entire house to prepare for a group, that occupied the entire hotel for the duration of their stay. In light of the busy week falling over Valentine's Day, Jessica Uriostegui our HR Manager and the property managers put together a gift bag with sweets and a special card thanking them for all the work they do. The smile on their faces said it all. We are proud to have such an exceptional group!

More love on Valentine's Day

Our customer's love The Service Companies because of associates like Stella Taylor (Below) from Tunica. The servers at our property in Tunica presented Stella with a Valentine's Day surprise for all she does at the property and because of how sweet she is. Thank you for all you do Stella!



The Service Companies team in San Antonio in great Valentine's Spirit.

Spring in Photos



Some of our Las Vegas team members celebrating the completion of a major renovation and re-branding at our Las Vegas property. We have close to 500 associates at this property on the Las Vegas strip.

DID YOU KNOW?

Did you know that each of the 5 points on our logo represents one of the 5 elements of our Service Code? Or that when the 5 points come together we fulfill our brand promise to consistently deliver flawless service, which greatly enhances the guest experience and adds significant value to the business of our hospitality customers?

Who knew a logo could stand for so much?



The Service Companies is committed to delivering Service. Above All, not just for our clients' properties, but for our outstanding associates as well. Pictured are a few of our associates in Key West who received excellence awards from our HR Department for their high quality performance and level of service!

Social Media



The Women at Miami Headquarters standing tall for International Women's Day.



Thank you to all our employees here at The Service Companies.

Best Practices

The Service Companies keeps growing and it is our job as a team to help flourish our brand and our company. As an integral part of The Service Companies' success, team members are highly encouraged to actively engage with the company on social media. The Service Companies has four established social media accounts: Facebook, LinkedIn, Twitter and Google+.

In addition to helping the company's social media accounts grow, engaging with the company socially connects you to your fellow team members and keeps you updated on the exciting news and events happening within the company! As a national organization, social media is a way to connect all of the locations we serve and keep a tight-knit community. It's also a fun and easy way to get to know your co-workers!

If you already have established personal accounts, engaging with the company's accounts takes 5 minutes. Whether you simply "follow" the pages or are actively engaged by "liking", "commenting" or "sharing" the posts, every interaction helps the pages grow and garner followers, ultimately helping The Service Companies stay ahead of the game with the increasing power that social media has on the industry today.

The Service Companies also encourages team members to invite friends and families to "like" and "follow" the pages, as we frequently post employee accomplishments, company achievements, and open career opportunities across the country.

Right: Thank you Erika Quintanilla for your kind post. This is a great example of employee engagement. We truly value your opinions.



WE KEEP GROWING		
FACEBOOK	971	FOLLOWERS
LINKEDIN	1,925	FOLLOWERS
TWITTER	266	FOLLOWERS
GOOGLE +	37,836	VIEWS