

The Crowley Connection

Fourth Quarter 2021/First Quarter 2022

MESSAGE FROM THE PRESIDENT



Crowley Team:

As we look back at 2021, I am extremely proud of all that was accomplished under unusually difficult circumstances. I realize that this has been a recurring message from me, but when I hear the many stories of how many business and industries have suffered through this ongoing pandemic, it makes me appreciate our success that much more. Our overall revenues grew in 2021 by roughly five percent – certainly a great accomplishment in this environment – but increasing costs across the board have hurt everyone and Crowley is not immune to those challenges. We weathered the storm and are better for it.

As we look ahead to 2022, I am excited and energized to (I think!) finally turn the corner on COVID-19 and take the lessons learned and successes we managed in 2021 to make 2022 an even better year. We have already developed a very robust backlog and pipeline for our digitization services division, we have several hardware development projects in the pipeline that we believe will continue to set our products apart in our industry and our partners continue to evolve and improve their offerings which provides us with an incredible opportunity in 2022 and beyond.

Continued investments in the company include:

- Hardware for the service bureau to ensure we can provide the highest level of service for the unique work that we do
- CRM, search and reporting tools for the sales teams to help improve our ability to prospect and to reach new vertical markets that can benefit from our offerings
- Resources to advance development projects that will ensure our manufacturing teams can continue to thrive. More detail will follow as these development projects take shape.
- Staff to ensure that we can provide the highest level of service to our clients and make the experience of working with Crowley as good as it can be

These are just a few examples of why I am excited for the future. I am grateful to be able to use this newsletter as another opportunity to thank everyone for all you have done to keep Crowley moving forward.

Thanks again!

Pat



There are only a handful of industry awards available in the digitization realm and – in the US, at least – the Modern Library Awards (MLA) are among the most prestigious. Our fourth quarter entries turned into first quarter winners when we received notification that all three entries were awarded Platinum, the highest honor available...with one exception. That exception? A Platinum *and* being named Service of the Year, a feat which our Digitization Services team has conquered two times; once in 2017 and now again in 2022. Congratulations to everyone who has a hand in offering award-winning services and scanners.



DIVISION UPDATES



DIGITIZATION SERVICES

SALES & PRODUCTION

- In January, the Digitization Services team kicked off a project in Philadelphia at the **Barnes Foundation**, an art collection and educational institution. The project is utilizing two new OS Q tabletop scanners to execute the digitization of founder Albert Barnes' correspondence. We anticipate the project occupying the scanners over a six-month period. Managed by **Elizabeth Groombridge**, Crowley is represented onsite by scanning specialists **Kevin Lewis** and **Trevor Vowels**.
- Finishing up a major project for **US Bowling Congress**. Managed by **Alli Cook**, the materials were delivered in September, the scanning of which had to be 90% complete by year end. The volume of materials literally eclipsed portions of our workspace and included books, negatives, 35 mm strips, photos and rotary documents. A big shout out to Alli's scan team and the QC team for their outstanding work on this project which married two distinct challenges: a short- turnaround time and a wide variety of materials within a single collection. In terms of scanners, the bulk of the collection has been digitized using Zeutschel ScanStudios, Zeutschel OS 14000s and Crowley camera stands. Big jobs take a big team; many thanks to (in alpha order): **Terra Albert, Chrisi Atha, Holly Beachy, Erick Bowens, Gwendy Castro, Christina Cudd, Tanya Detwiler, Johnny Faircloth, Diane Hill, Andrew Kong, Tina Lamb, Nadine Marayag, Emma Marshall, Isaac Marshall, Marissa Parham, Nathalia Payano, Jennifer Sandoval, Javon Sankoh, Laurie Saunders, Bryce Treichel, Nicole Wade** and **Rian Watson**.
- Spearheaded by **Patrick Hill**, the team wrapped up the **US Treasury** microfilm pilot project on January 15th. The pilot consisted of the digitization of 5,000 microfilm reels to include QP, OCR and the data extraction of 15 fields identified by the Treasury as critical. In order to be deemed a success, at least 75% accuracy in each of the fields has to be achieved. Crowley partnered with Titan Technologies to complete the OCR and data extraction; Titan used Azure OCR engine with AI intelligence to assist with the OCR accuracy and data extraction. Evaluation of the pilot test is underway; we should find out some time in the next few weeks if we qualify for Phase II. If so, we will then have the opportunity to digitize 51,000 reels over the next twelve months using the same requirements.

- Wrapping up a three-month rotary project for the **Library of Congress** which required Secret Clearance certification to complete. Managed by Elizabeth, the project was executed onsite by **Bezawit Folla** and **Charles Davis**. **Sara Bunce** also played a big role in leading this effort. This same team transitions to a new LOC contract which will be completed at the end of March.
- Our biggest contract to date, **SSA** in Boyers, PA, is readying to finalize in April 2022. This will be the completion of a five-year contract, finishing a year and 5 months ahead of schedule. Kudos to **Larry DeMarchi** and his team for all their great work.
- In December, we kicked off an overhead job in Burbank, CA with **Kitty Lamberger** as our onsite resource. We anticipate Kitty will be onsite through the end of March to complete the contract, which entails book scanning on a Zeutschel OS 12002. Note: She will be in the Los Angeles area during the Super Bowl which will take place at SoFi Stadium, home to one of this year's contenders, the LA Rams. Right time, right place!

WELCOME



Paige Barger
Services



Katherine Chiodo
Marketing



Andrew Kong
Services



Kevin Lewis
Services



Nadine Marayag
Services



Issac Marshall
Services



Cynthia Musgrove
Services



Conor O'Hagan
Services



Javon Sankoh
Services



Trevor Vowels
Services





DIGITIZATION PRODUCTS

SALES

Q4, 2021

- Successfully onboarded two of our international resellers, Genus (UK) and Spigraph (France) to represent our Mekel Technology production microfilm and microfiche scan systems in the wake of the Wicks and Wilson 7700 and 8800 scanner series discontinuations.
 - Congratulations and special thanks to **Duncan Moule** and **Dave Turnbull** for ensuring that product knowledge and support were provided to allow for success. Initial sales efforts between the two resellers netted 15+ MACH-Series scanner sales. We're looking forward to a strong 2022 with these and other resellers
 - A strong initiative has been started to onboard more international resellers to sell the Mekel line
- Two large, multi-unit sales of Mekel MACH7 microfiche scan systems to the same customer, which is now utilizing 29 Mekels to digitize the personnel records of a U.S. government agency. This was Crowley's largest single install of Mekel MACH 7s. Great work done here by **Robie Harris**, support services, various management and ownership to push through the sale. Congrats on a great team effort!
- Signed a two-year agreement with ZoomInfo which will allow us to leverage their sales prospecting automation to provide efficiencies and access to our prospecting efforts by targeting sustained and meaningful sales growth.
- Closed on our first Qidenu Robotic Book Scanner model since iGuana took over ownership of Qidenu. Congratulations to **Sean McCabe**, not only for this sale, but that he closed it on his birthday (October 28th). His persistence also paid off with year-end sales to Ovation Data Services (three MACH 7's and a MACH Mini) and Sarasota Memorial Health Care System (two MACH5's).

Q1, 2022

- Just completed our third successful scanner webinar for Zeutschel 12000 Series A2 and A1 scanners. These webinars are time-intensive and always a great team effort with meaningful contributions from marketing (special shout-out to **Hannah Clawson**), support (thank you, **Corin Van de Griek**), sales....and yes, even our accounting teams. Thank you all for your contributions.
- Ready to add ROWE (pronounced row-vee) Wide Format Scanners to our product lines. We take delivery of our demonstration Scan 450i system in early February, with webinar technical and sales trainings to take place post-installation.

- We look forward to welcoming **Joerg Vogler**, president of Zeutschel, and our home-based hardware sales team members to Frederick in late February to discuss 2022 sales goals, strategies and potential new products from Zeutschel.

MANUFACTURING

San Dimas, CA

A short and sweet report from **Jeff Helm**, division manager: "We're still going bananas building scanners. We just can't seem to build them fast enough to keep up with the demand." Does it get better than that?

Hats off to **Jesse Flores**, **Ismael Gamboa**, **Rose Pasco** and **Marco Serratos** for making it all work.



The photo above is just one of the batches of scanners delivered to a single client in November.

Basingstoke, UK

By year-end 2021, our UK team shipped out 305 scanners from their Basingstoke base. Division manager **John Wilson** notes that this production number – which far exceeded 2020 and equals 2019 production – was quite a feat with only a few people in the factory carrying out their manufacturing roles thanks to strict COVID-19 protocols in the UK. The hardworking development and manufacturing teams consists of **Grant Harkness**, **Bob Kane**, **Stephen Lucas**, **Patrick Mortimore**, **Chris Richards** and **Dave Smith**. On the administrative side, **Rina Parry** and **Eva Jasinska** assist the team in order processing, billing, shipping and collections among other vital tasks.



SUPPORT SERVICES

2021 saw a lot of milestones reached in our Technical Services division:

- Processed 320 equipment orders to 41 states and numerous countries
- Added 122 new support contracts
- **Francis Wangenye** did an amazing job with 381 support contract renewals at an amazing 81% retention rate
- Supported an astounding 1,791 service tickets. With eight technicians (and not all of those on the road), this is a testament to the caliber and steadfastness of the technical support team. Thanks to **Steve Bogut, Steve Gress, Adam Moxley, Joe Preston, Steve Sheckels, Dave Stockman, John Truver** and **Corin Van de Griek** for taking such good care of those who have made the investment in Crowley products (and to **Karen Allanach**, who helps keep the train running!).
- Our newest tech, Adam Moxley, gained some flight exposure at over 41,000 miles in just the fourth quarter of 2021.



Steve Gress and Adam Moxley gain first-hand experience under the tutelage of veteran technician Corin Van de Griek at Texas A&M on the proper installation of a Zeuschel ScanStudio. It is definitely not a one-person job!

HR/ ADMINISTRATION

CareFirst Health Insurance

Thank you to everyone for their time and effort in completing another successful open enrollment this past November.



With the change in carriers from United Healthcare to CareFirst, many of us have – and will have – healthcare-related questions. The best source of information related to your personal CareFirst insurance coverage is the CareFirst website and the CareFirst mobile app. **If you have not already done so, please set up your Carefirst online account.** Once set up, you can easily find doctors, check claim status, submit new claims, check deductible/out-of-pocket balances, and find a host of other valuable information.

To get started:

- Log in at www.carefirst.com
- For first time users, select “Not Yet Registered” and then the “Employee Sponsored” option.
- All you will need is your Member ID, as found on your CareFirst insurance card.
- Your same account information can be used for the CareFirst Mobile App, which is available to anyone with iPhone or android smartphones and can be found in your favorite app stores

CareFirst Video Visit

While still in the middle of the latest COVID surge, as well as the “regular” cold and flu season, we all may be more likely to seek medical care for non-life-threatening issues. With the strain on our hospitals and urgent care centers, please consider CareFirst video visits, which is included in your CareFirst coverage. Many services, including Urgent Care, are offered virtually and this may be a faster, safer way to receive medical care during this time. To get started, visit www.carefirstvideovisit.com.

CareFirst Blue365

We recommend that everyone take advantage of our CareFirst Blue365 wellness and incentive program. The program provides discounts from top national and local retailers for gym memberships, fitness gear, healthy eating options, etc. It also provides an incentive program for earning money towards your healthcare costs! Please check it out at www.carefirst.com/wellnessdiscounts.com.

401K Plan

As always, we want to encourage all eligible employees to participate in our 401K plan, which is a great benefit. Reminders:

- Employees are eligible to enroll in the plan **after** six months of employment. Then, enrollment must occur at the next available entry date (January 1 or July 1).
- The Crowley Company **MATCHES** employee contributions at 100% of the first 3% and 50% after that with a maximum matching contribution of 4%.
- Employees are eligible for a matching contribution **after** one year of employment. Then, must begin at next available entry date (January 1 or July 1).

Winter Storms

Just a reminder of the inclement weather policy for all Maryland employees. You will receive a text message regarding facility status no later than 7 a.m. and there will also be a pop-up message on our website. If the company is opening late or is closed and you can't work from home (or choose not to), you may use your personal/vacation time for the hours missed. The company does not reimburse for hours missed due to unforeseen complications such as weather.

HEAR AND THERE

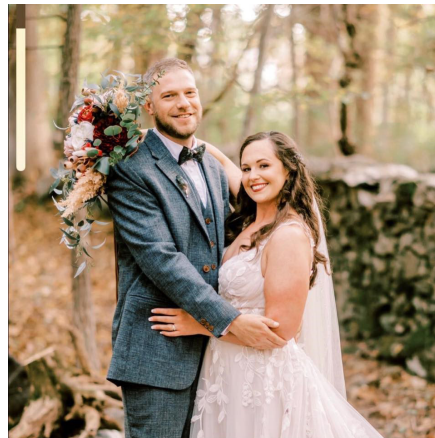
There was a lot of love to celebrate in the fourth quarter of 2021 as these pictures indicate. Congratulations to all!

We also extend our heartfelt sympathies to those in our Crowley family that have lost someone in their own family:

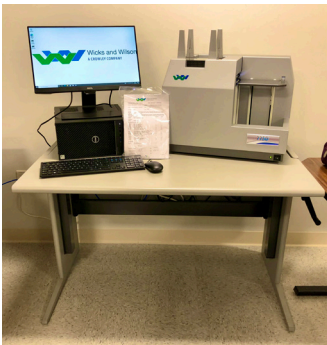
- Pat and Kevin Crowley on the loss of their mother, Joan Crowley
- Debbie Harris, on the loss of her brother, Michael Fisher, Jr.
- Jeff Helm (manufacturing) on the loss of his mother
- Duncan Moule (UK sales) on the loss of his Mum



A Hawaiian Wicks and Wilson 7750 scanner installation proved the perfect opportunity to marry work and pleasure when **John Truver** (TS) tied the knot with his bride, **Jude**, on October 19th.



Steve Sheckels (TS) married his long time love, **Sarena**, in an outdoor ceremony at their home on October 24th.



Debbie and Buster Harris celebrated the December 16th birth of their grandson, **Colton Andrew Harris**

ANNIVERSARY MILESTONES

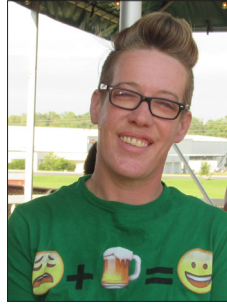
Q4 2021



Steve Bogut
30 Years w/ Crowley,
40 Years w/ Mekel
Sr. Field Engineer



Marco Serratos
20 Years w/ Crowley,
23 Years w/ Mekel
Electrical Mechanical
Technician



Kitty Lamberger
10 Years
Imaging Specialist



Sean McCabe
10 Years
Business Development,
Hardware



John Truver
5 Years
Sr. Field Engineer

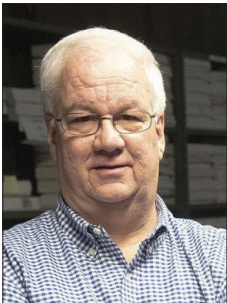


Elizabeth Groombridge
5 Years
Project Manager



Tim Ginster
5 Years
Business Development,
Hardware

Q1 2022



Kevin Crowley
5 Years
Chief Operating Officer



Elias Flores
30 Years
Imaging Specialist



Jesse Flores
15 Years
Service Technician



Steve Sheckels
15 Years
Director, Field Support



GOT ART?

We're seeking submissions for the Employee Gallery Wall from all Crowley staff regardless of location. Whether you paint, collage, quilt, woodwork, throw pottery or make music, we'd love to feature your talent on our gallery wall. Email cherib@thecrowleycompany.com or hannahc@thecrowleycompany.com for more information.