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The Story of our Logo

Logos are a trademark, an identifier. When starting a company this is one of the first decisions the owner must make (well, after the owner decides what the company will be of course). It's important to establish a logo that is recognizable and possibly identifies the organization. Some companies use the family name, some choose a depiction of the service (a symbol, insignia, or emblem).

Well you get my drift. Before a company chooses its logo, a plan must be thought out and orchestrated. After all, this will be your branding, the indicator of what you are and what you stand for. As all business owners know, this is not an easy task. Your logo stays with you for as long as you both shall live (now that's a familiar statement, isn't it?).

Such is the case with Commercial Services. When Joe Kenney started Commercial he didn't want to use his family name, instead he decided he wanted to use his family crest. His dad, Bill, was very proud of the family crest. He had it framed and displayed in the "rec room" of their home in Ohio. Joe too, was very proud of his name, his family and the family crest and they were both proud of what the crest stood for:

Name of the crest: Fire Sprung
The colors stand for: Strength, Loyalty, Generosity
Symbols represent: Wise Defense, Wisdom, Skillful
Flower: Flower of Light, Sixth Son (Joe was the 4th son)
Crescent: Hope for Glory, One Enlighten
Helmet: Wise Defense
Slogan: Truth Conquers all Things
Shield: Authority, Dominion, Achievement in Battle
Arm/Hand/Scroll: A person fit for high deed and to counsel
Motto: One Only Will I Serve



Much of the reason that The Kenney Crest was used as the company logo was its meaning:

"Using strength and wisdom in the endeavor to make a difference in the defense of others to protect instantaneously in the prevention and care of fire through the motto of: Truth Conquers all Things."

As you see the original family crest above, there are many colors involved. Using this for business, the decision was made to use a few main colors for the purpose of print. As in all family crests, they can be a bit fancy and hard to decipher; especially when they are printed on business cards and stationery. Over the years, there have been many questions regarding the Commercial logo, what it stood for and what exactly was it? Some thought it was a woman or a face; others had no idea. Commercial has used the logo for 21 years and used it proudly; just as it should be. Last year, Commercial decided to have the family crest redrawn, not changing it, just making it more decipherable. The change was adapted and this is the current family crest. This logo is proudly used for Commercial Fire and Commercial Kitchen Exhaust Cleaning both under the umbrella of Commercial Services. This is our story and we're sticking to it.



1988-2007



2008

On the Lighter Side

Fun at Commercial is never more than a few steps away

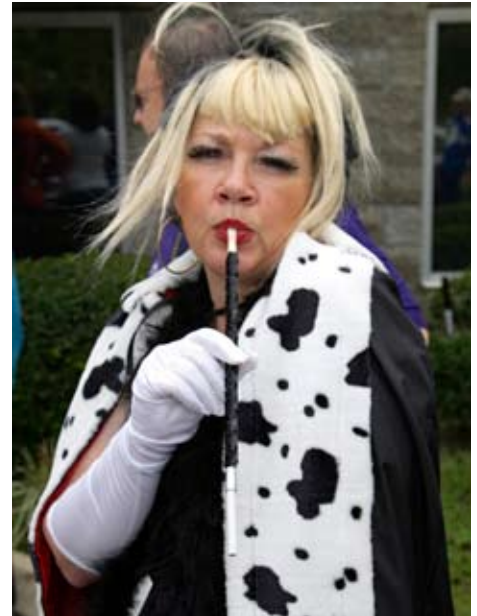
Halloween is behind us but that doesn't mean the antics at Commercial come to a halt. Employees are always thinking of the next clever idea for stress relievers. We work hard and we play hard - that seems to be the mantra we have adopted over the years. It's interesting to see how versatile our staff is. It shows in their daily work performance and their creativity. They have proven to be problem solvers - whether it's in operations or in winning the best costume award. There never seems to be a dull moment; and that's the way we LIKE IT.



First Place went to "Rocker" - Josh Cole



Second Place to "The Commercial Cheerleaders"
Erik Cross and Laura Poertner



Third Place to "Cruella DeVill" - Marion Logan



Best overall group went to KEC for "The Many Faces of Joe"

Leslie Taylor - Pest Control Joe; Randy Russo - Traveling Joe; Michael Klingler - Hood Cleaning Joe; Christy Galagarza - Wine Bar Joe; Pam Sessions - Jaguar Joe; Caitlin Mackey - Golf Joe; Nicole Flowers - Work Out Joe; Mary Alkhoury - Employee Appreciation Joe; and Jennifer Smith - Hospital Patient Joe.

Will the real Joe Kenney, please step forward.....

Customer Profile



Costco, founded in 1983, had their first location in Seattle, WA. They merged with Price Club in 1993 and now have 400 U.S. locations and 150 International locations. They employ 147,000 people worldwide and do \$71 billion in revenue. They are ranked #24 on the Fortune 500 list and their corporate offices are in Issaquah, WA. near Seattle.

Being in the customer service industry ourselves, everyone at Commercial Services can appreciate that *Costco was ranked #1 in customer service* in the entire Retail Industry by the ACSI (*American Customer Satisfaction Index*).

Like all businesses, Costco has a mission that they set forth from the very start. Their mission is:
“To continually provide our members with quality goods and services at the lowest possible prices.”

In order to fulfill their mission, Costco adopted a Code of Ethics that governs them.
 The four step Code of Ethics is entwined; one works directly into the other.

*Obey the law
 Take care of their members
 Take care of their employees
 Respect their suppliers.*



Diversity is key: They choose their vendors wisely and diversify not only their products but also their employee base. “Diversity in our employee base as well as our Supplier base is an important aspect of our business; by developing and maintaining partnerships with certified minority and women owned businesses, we are able to explore new ideas and maintain a fresh approach to our business, while positively affecting the economic development in the communities where we do business.”

Costco offers its members everything from “soup to nuts”. Appliances, Auto, Baby, Beauty, Bed & Bath, Beer & Wine, Beverages, Books/CDs/DVDs, Computers, Décor, Electronics, Floral, Food & Sundries, Furniture, Funeral Gifts, Gasoline, Hardware, Health, Hearing Aids, Housewares, Instruments, Jewelry, Office Products, Optical, Outdoor, Pet, Pharmacy, Photos, Sports, Sundries, Toys & Games, Travel and more. Members can shop at the warehouse locations around the country or on-line.

Costco keeps you informed of new products through their Costco Connection Magazine, new recipes offered through The Costco Way, and the Costco Household Almanac (no house would be complete without it).

Commercial Services has been providing kitchen exhaust system cleaning services to all 400 of their U.S. locations and in Canada for two years. Commercial Services is honored to be a vendor-partner with Costco.

Meet and Greet our Commercial Fire Affiliate Department

All Commercial Services' companies are comprised of many specific departments and the Affiliate Department of Commercial Fire is a very important and integral part of our operation. It is the glue between Commercial Fire, our customers and our affiliate partners. Commercial Fire's Affiliate Department at our corporate office oversees all processes of our affiliate partners who cover the United States, Canada and the Caribbean Islands.

To accomplish complete 24 - 7 coverage, this department is manned 7:30 am to 10:00 pm Monday through Friday. The coverage doesn't stop there, we have staff working a third shift, weekends and on-call to handle any problems that may occur.

For clarity, efficiency and simplicity, our Affiliate Department is divided into regions. Each region is then divided by counties within each state. Affiliate partners are assigned work in the territories they have agreed upon and based on the services they provide. The Affiliate Department of Commercial Fire assigns a Recruiter and an Affiliate Service Coordinator to each region. These employees are the main point of contact for our affiliate partners and provide stability and support on a daily basis. Commercial staff get to know their affiliate partners very well, thus forming alliances and working relationships; building a team atmosphere.

Recruiters -

Anthony Cooper, Dominique Dunn, Lisa Poertner and Sandy Phillips job specifics are:

- searching for and contracting new affiliates
- managing current affiliates in their regions
- assigning work orders
- main point of contact for resolving problems/issues

Affiliate Service Coordinators -

Tara Someillan, Laura Poertner, Kim Wessel, Melanie Meyers, and Ruth Ward are responsible for:

- Confirming work orders are received
- Follow-up on scheduled and completed orders
- Confirming paperwork is received, completed and then filed

Recruiting our affiliate partners is something Commercial Fire takes seriously and this is overseen by the *Affiliate Department Director, Karen Hugill*. Commercial Fire offers its customers quality, dependable job performance; thus we set our standards high when selecting our affiliate partners. Our goal is to offer our Commercial customers service in a professional, seamless manner and we accomplish this by contracting specialized, honest and hard working affiliate partners.

All work performed is monitored, graded and reported for accuracy and consistency.

One of the structures we have set in place to help us monitor and report work order completion is the Interactive Voice Response (IVR). This technology is allocated to detect voice and keypad input through our computer system and allows technicians the ability to relay crucial information to Commercial Fire while performing the service on site. All Commercial Fire affiliate technicians use the IVR system for every work order they receive.

Commercial Fire affiliate partners are recruited in a number of ways; through referrals from existing companies, Ansul, Amerex, the American Fire and Sprinkler Association, NAFED and sometimes by searching online websites.

Commercial Fire is proud to be associated with our affiliate partners. Our Affiliate Department in-house staff have developed strong working relationships with our affiliate technicians. We work together for the common goal - to keep our customers happy and coming back, to grow our business and to form allegiances that are mutually beneficial to all.

We cannot acknowledge and thank our Affiliate Department for their hard work, camaraderie and dedication without expressing the same to our affiliate partners. It's our teamwork and continuity that have made us what we are today - outstanding in the Fire Life Safety Field.



Commercial Fire Affiliate Department Staff
Back row: Melanie Meyers, Kim Wessel, Tara Someillan, Anthony Cooper
Second row: Karen Hugill - Affiliate Department Director, Ruth Ward, Dominique Dunn, Sandy Phillips
Front row: Laura and Lisa Poertner

AED law coming

Starting Jan. 1, 2010, Oregon buildings that are larger than 50,000-square feet and have more than 25 visitors per day must have at least one Automated External Defibrillator (AED) on their premises stated The Hermiston Herald, community newspaper in Oregon since 1906. Senate Bill 556 states “place of public assembly” means a facility where the public congregates for purposes of deliberation, shopping, entertainment, amusement or awaiting transportation.

Sudden cardiac arrest remains one of the leading causes of death in the United States, claiming more than 350,000 lives annually. Locally, the Oregon Trail Chapter has worked with companies to implement AED programs since 2000, ensuring that businesses are ready to respond to a cardiac emergency where people spend most of their waking time - the workplace.





Remembering Ron Mapel

September 10, 1971 - November 7, 2009

Monday morning, November 9, 2009 was a sad, low time at Commercial Services. Most everyone had already heard about Ron Mapel's unexpected passing on November 7, but facing it as we came to work was another story.

On October 20 of this year, Ron celebrated his 5th anniversary at Commercial Fire as Suppression Systems Technical Analyst in our Repair Department. He had gotten to know many of our customers, affiliates and staff in a variety of ways. He was certainly well respected for his knowledge and demeanor and well liked for his easy going and care giving personality. All of this became evident as everyone spoke about Ron over the next several weeks.

With Ron's parents being in Fallon, NV, it was their decision to have his service out West. Coworkers and family in Jacksonville needed closure, so owners, Joe Kenney and Mike Qualls decided to have a Remembrance for Ron here on November 12. It was a time for everyone to reflect and share "Ronisms" and that is exactly what was done.

Once everyone was gathered at the Community Center, Joe Kenney welcomed everyone and introduced Ron's family. He then started the program by relaying the story of his last year's Secret Santa. The first gift Joe received from his "Secret Santa" was a tube of unbaked cookies with a note that read: Underpaid and overworked, make them yourself. Joe thought this was funny but was also very curious as to who would have the "courage" to send this. Come to find out after a weeks worth of gifts were received (and each one worse than the other) that it was Ron.

As Joe presented the remainder of his story and he helped break up the tears with laughter, it made it easier for others to tell their tales. There were many stories and we'd like to share a few of them with you.

A couple of years ago, Ron stayed with us for a few months. I will always remember

how much our animals loved him. I believe that animals are the truest judge of a persons' character and personality. The way these little creatures reacted to Ron always made me think of him as the gentle giant. He was a really big guy, with a heart just as big, and just as giving.

One of my favorite memories of Ron is him going on camping trips to Ginnie Springs with us. He was like the father of the group, he always made sure we had breakfast in the morning. (He made this egg, potatoes thing that was soooooooo good!) After a rough night I wouldn't want to get up, but as soon as I smelled him cooking-I was up! And he was the best at blowing up rafts. He loved hanging off of his blow up boat and drifting down the river. One time he even fell asleep and I was afraid he would go underwater and I wouldn't be able to save him because he was so much bigger than me! And when everyone would start arguing over something stupid, he would just sit back and laugh at us. I loved that he was always ready to just hang out, relax, and have a good time. I don't think a camping trip will ever be the same without my Ron.

I always looked forward to seeing Ron, especially after I moved and only got to see him every couple months. I loved how Ron was always in a good mood and had kind things to say. He was so polite and respectful in his mannerisms and his speech. Since Ron spent some time out West he and I spent time talking about different places we have been, things we have done with our friends and families, time we spent in different areas of the West. It was very enjoyable conversation. I got to know Ron and things about him that probably wouldn't have come up in "water cooler" conversation. I feel very blessed to have known Ron. Companies in and of themselves are not great. It's the people that make them great. Ron was one of those people that made Commercial great. More importantly he was a friend that you enjoyed talking to each and every day.

About 3 years ago Ron asked out of the blue if I wanted to go golfing with him. I said yes of course, and asked if he knew how. He said he did not but wanted to

learn, so we set up a time and went golfing. Ron showed up at the golf course that day with a new set of clubs and wearing one of the worst Hawaiian golf shirts you ever saw. It had pictures of different cocktail drinks on it that made you thirsty looking at them. Anyway, to put it bluntly, Ron was just awful at golf that day. He was so nervous I did not think he could play the game. His 1st shot off of the tee went hard left and hit a glass window on the side of a maintenance building. His second, third and fourth shot all missed the ball on the tee. I knew from that point that we had a long day ahead of us. Ron stayed at it all day and never gave up no matter how bad his shots were or how embarrassed he was when he hit some of them. At the end of the day I remember he asked if I would ever golf again with him. I said yes of course, and we've played golf many times since then. Ron was a good friend, learned to be a good golfer and most importantly a great dad to his boys

I remember the day that I was first introduced to Ron, he gave a smile and a nod..... while donning a T-Shirt that said "Do I look like a people person"? It didn't take very long after I started working at Commercial Fire before I would end up giving Ron a "few good reasons" to nickname me "Crash" and tease me. Over the past few years we've shared a lot of laughs, many directed at me and the silly things I do.... some of them on purpose, to make him pick on me and laugh. Along with being a good friend, Ron was always very helpful, whether it was a quote you needed right away, some technical issue that needed explanation, or you were experiencing a problem with your car, he was always ready to help out.

Ron and Erik were always playing pranks on each other. One Friday afternoon while Erik was gone, Ron decided to cover Erik's workspace with duct tape. He first covered the keyboard with cardboard so that the keyboard would not get damaged and then proceeded to cover it all with duct tape until you could no longer see the keyboard. Ron pushed the chair so far under the desk that you could not even see the chair. Once he had everything in place he stopped by

everyone's desk and asked them to sign the duct tape "NOT ME" with our signature. This was just one of the many "antics" that the Repair Dept. experienced and one that I will never forget!

This was a get together where co-workers united to remember Ron. Once again this reminds all of us how much we care about each other. Commercial Fire and KEC are a special place to work and that is largely because of Joe Kenney and Mike Qualls, but this also extends to our affiliates and customers. WE all work together and care about each other. This was evident by the cards, sentiments and warm wishes sent.

Our condolences go to his immediate family: his twin sons in Jacksonville – Kendall and Tyler, his youngest son, Dylan in Nevada, and his mother and father, Kathy and Jim Palmero of Fallon, Nevada.



Gone but Not Forgotten

By Kelsey Y. Sheppard

You were so full of life, Always smiling and carefree.
Life loved you being a part of it, and we loved you being a part of us.
You could make anyone laugh, if they were having a bad day,
No matter how sad someone was, you could take the hurt away.

Nothing could ever stop you, or even make you fall,
You were ready to take on the world, Ready to do it all.
But God decided he needed you, so from this world you left,
But you took a piece of all of us. Our hearts are what you kept.
Your seat is now empty, and it's hard not to see your face,
But please always know this, no one will ever take your place.

You left without a warning. Not even saying good-bye,
And we can't seem to stop asking the question why?

Nothing will ever be the same, the halls
are empty without your laughter,
But we know you're in Heaven,
Watching over us and looking after.

We didn't see this coming, it hit us by surprise.
And when you left this world, a small part of us died.

Your smile could brighten anyone's day,
No matter what they were going through,
And we know everyday for the rest of our lives,
We'll miss you.

Red Shirt Fridays

Thinking of our soldiers across the way in time of war is a hard thing for most of us to cope with any time and especially during the holiday season. This is a time for celebration, a time for family to be together; thus it is more important than ever that during this time of the year we remember the men and women who are serving our country away from home.

Beginning on November 2, 2009, Commercial Services adopted Red Shirt Fridays in honor of the men and women fighting for our country. Within the scope of everything one might not think this makes a big difference, but it is a public acknowledgement and thank you; a reminder to all of us and to all of our Veterans who have served that we remember, we care and we THANK YOU.



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*Merry Christmas and
Seasons Greetings
from all of us
to all of you*

*May your holiday shine bright
and the New Year bring
peace, love and prosperity to
each and everyone.*