

## ANNIVERSARY EDITION

This month's newsletter will be a little different than past editions. MaxSent will use February's newsletter to commemorate the Company's 15-year anniversary. Please enjoy reading about MaxSent's past, current, and future endeavors. Also, thank you to everyone who has joined the Company on this journey thus far.

## LETTER FROM THE PRESIDENT

*Todd Pattison, President/CEO MaxSent*

Everyone;

February 1, 2022 will mark MaxSent's 15th year of operations. The goal with the formation of MaxSent was to create a security company that employed professional security officers that were well trained, had a more professional appearance, and most importantly of all brought a customer service approach to security.

The first 18 months of MaxSent's existence were spent obtaining business/security licenses, business insurance, bank lines of credit, and talking to anyone I could about giving MaxSent a chance to be their security service provider. This all took place from MaxSent's "world headquarters," my kitchen table.

MaxSent's tag line of "Exceptional Without Exception" was created in 2008. This was meant to be a motivation to always do our best every day, even when things are at the worst and going wrong. By always striving to be "Exceptional," negative situations can become positive and new opportunities are found when things are at their worst.

MaxSent's first contract was to provide unarmed security officer services for Wisconsin Place in Chevy Chase, MD. The contracted started on July 1, 2008. This was a lifestyle center that was partially owned by Boston Properties, which is still a MaxSent client today.

On May 31, 2012, MaxSent completed the acquisition of CDA Inc., a Memphis, TN based security company. With the acquisition of CDA Inc. MaxSent became CDA Inc. dba MaxSent.

Since that time MaxSent has become licensed in 46 States/jurisdictions and currently operates in 15 of those 46 states. MaxSent has become a national leader in providing armed security officer services to the Federal Government as well as unarmed security officers' services to shopping/lifestyle centers and commercial clients.

The past 15 years have seen many changes to the security industry. Technology is being harnessed to aid officers with better incident report writing, scheduling, easier communication, and post tracking. Software, like SharePoint, make it easier for us to share information in seconds rather than sending faxes to the mysterious "black hole" we all unfortunately experienced at some point.





MaxSent has been blessed to have employed some amazing individuals over the past 15 years. I could spend hours telling stories about many of them, as can many of you. I want to thank every current, and past, MaxSent employee for always working to provide the best customer service possible for all our clients.

MaxSent has had the honor to work for many wonderful clients over the past 15 years. Many of them gave MaxSent an opportunity when no one else would. If not for the wonderful clients we have served/serve, MaxSent would still just be wishful thinking.

MaxSent's future is brighter than ever. MaxSent continues to grow each year with the addition of new contracts. In 2021, MaxSent submitted more proposals for new business than any other previous year, and thus far 2022 is off to the fastest start ever with the submission of proposals for new business. With growth it has always been MaxSent's preference to promote from within first. I hope that many of you will take on these new opportunities and continue to help foster, and grow, the MaxSent culture of being "Exceptional Without Exception"!



Thank you all very much for your hard work and efforts every day! It is very much appreciated by all our valued clients, and by me!

## BALLSTON EXCHANGE

MaxSent has partnered with James Town Urban Management L.P. a premier owner and operator of retail and office buildings, to provide security at its Ballston Exchange center in Arlington, Virginia. The selection of MaxSent as the preferred provider came at the end of a multi-company vetting process by James Town Urban Management L.P. MaxSent established a close partnership between client and vendor which was a common core value at both James Town Urban Management L.P. and MaxSent. When combined with our industry leading expertise in lifestyle center security, both companies view this selection as a natural fit. MaxSent will begin services at Ballston Exchange on February 10, 2022. The MaxSent transition team is hard at work preparing for the changeover.

## OPERATIONS CORNER

Recruiting during this pandemic has continued to be a challenge. Hiring top talent will remain a major priority for 2022, the new year will also bring the most difficult recruiting environment employers have seen in modern times. It has been a challenge keeping people because the job market is so competitive. MaxSent HR will continue to exhaust every resource to attract candidates. Managers on site will continue network recruiting as well.

Please remember all tax, direct deposit, address, and other similar types of changes must be made by the employee through the ADP portal or app.

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*Do you have a story or highlight for inclusion in MaxSent's newsletter? Email to [hr@maxsent.com](mailto:hr@maxsent.com) for consideration.*

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