

Amnesty Professional Services

Quarterly Newsletter

ISSUE 01, February 2010



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Who We Are

Our Promise

Going above and beyond characterizes everything we do at APS. From the moment you contact us, we endeavor to ensure our relationship is as rewarding as it is productive. We appreciate the value of your time, and commit to provide you with attentive and responsive customer service.

Our People

At APS, we have a passion for creating a safe, clean, and beautiful work environment that reflects the essence of your unique corporate brand. Even as we embrace every challenge, we never lose sight of what you want your business to be – achieving our service objectives is merely the beginning of the journey.

Our Process

Our integrated facilities services approach lets you leverage a variety of services, including the operational excellence of our HVAC and air duct cleaning, janitorial, landscaping, and facilities maintenance. The technical expertise of our employees helps provide preventative and predictive

OUR MISSION

Amnesty Professional Services is dedicated to the highest quality of janitorial, landscaping and customized facility maintenance services. We promise to deliver our service with a sense of warmth, friendliness, individual pride and excellence.

**Congratulations to
Ms. Patricia Williams
2009 Employee of the Year!**

Ms. Pat won employee of the month three times in 2009. She has been with APS since August 2, 2006. She supervises Southwest Tennessee Community College, one of Amnesty Professional Services largest accounts,

Article in *Landscape Focus* about
APS and **Lorenzo**

Tips for Building Business, by Building Relationships



Caterpillar® machines help keep firm growing

Build on what you know. Work with who you know. Those key ideas helped Amnesty Professional Services increase profits by 20 percent so far in 2009, according to company President and CEO Lorenzo Myrick.

The Memphis, Tenn.-based company built on what it knows by adding work with current clients. If APS did janitorial service at a site, it would go after landscaping work. If APS did landscaping work, it would go after irrigation. Once you're in the door, keep looking for opportunities, Myrick said.

"We pride ourselves on being a complete facility maintenance company," he said. "We want to do anything from janitorial and all related janitorial services to landscape installation and all related landscaping services."

They've grown to offer services including excavating, paving, concrete removal and floor installation.

First job is key

But to get a shot at those opportunities, Myrick said a firm must provide stellar service on the first job. That builds trust—and a closer relationship with the customer.

Myrick was using subcontractors for some of his landscaping work, but growth—and a desire to keep quality strong—led Myrick to purchase a Cat® Multi Terrain Loader and Skid Steer Loader.

"Once you get to a certain size, you almost have to bring it in-house because you need to protect the integrity of what's being done in your name," he said. "You go down the line 10 or 12 months and you find out your sub has taken a shortcut and your client's looking at you. You certainly don't want that to happen."

Plus, bringing the work in-house opens up a new revenue center. The purchases are already paying dividends, he said.

How Cat® machines help

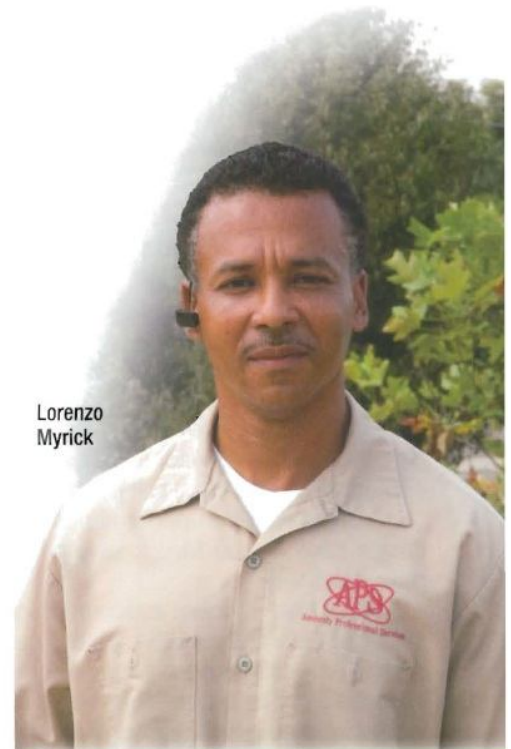
On a recent workday, the machines—a 279C and 246C—were helping speed up landscaping and irrigation work at a new Dollar General store, one of more than a dozen Dollar General projects Myrick has lined up.

"It usually is a 36-hour job to install landscaping at an average Dollar General store. Right now we're not even to 24 hours and we're about ready to button it up," he said at the site. "So you're talking effectively saving us 16 man-hours and that's a six-man team."

Myrick's been so impressed with the machines he's adding another 246C Skid Steer Loader.

"I've had a couple different operators come in to run the machine and

Lorenzo Myrick



AMNESTY PROFESSIONAL SERVICES

at a glance

Location: Memphis, Tenn.

President/CEO: Lorenzo Myrick

Focus: Full-service facility maintenance, including janitorial, landscape installation and all related landscaping services

On the Web

apsmaintenance.com

Continued on page 14



“If I buy a new truck, in 90 days, maybe 60, I’ll have buyer’s remorse. I haven’t had buyer’s remorse with my Cat® machines. For me, they’ve been good investments.”

- Lorenzo Myrick

everyone has just flipped their wig about its power,” he said. “I’m not the best operator myself, and I’ve bogged down other machines. With this, I just point it and it goes.”

Coupled with high-performance Cat Work Tools, the machines have helped Myrick save time and money on other projects as well.

“We added a broom attachment for cleaning the parking lot at the Liberty Bowl after football games. Before we used 40 to 50 people using blowers and other tools to clean the lot,” he said. “The broom is saving us many man hours.”

Before buying his Cat machines, Myrick tested all the leading brands. In the final analysis, he chose Caterpillar®.

“I’ve had every manufacturer out here and by the time they’ve come back to get their machines, most felt like they had been rode hard and put up wet. They went from being strong to ‘I’m tired.’”

The clincher in favor of Caterpillar was the attention Myrick received from Thompson Machinery and his sales representative. Even though he was purchasing just one machine,

Myrick felt like he was important to both Caterpillar and Thompson.

“That goes a long way for a small business like us because a lot of the time we kind of get looked at like, ‘You’re only buying this one piece of equipment,’” he said. “My sales rep has always made me feel like I’m just as important as the guy buying the biggest piece of equipment out there. He’s committed to what he does and that makes me comfortable regardless of what I am buying.”



BENEFITS TO KEEPING COOL



Amnesty Professional Services President and CEO Lorenzo Myrick doesn’t operate his Caterpillar® Multi Terrain Loader and Skid Steer Loader every day. But when he does, he wants to be comfortable.

Myrick, who has high blood pressure and allergies, needs his machines to be air conditioned in the brutal heat and humidity of the Memphis summers. What’s more, the sealed and pressurized cab helps keep out dust and dirt—important for someone with allergies.

But to Myrick, the comfort and ease of operation designed into every aspect of the operator station also help productivity and the bottom line. Here’s how:

- The sealed and pressurized cab keeps dust out and clean air in for greater operator comfort.
- Reduced sound levels within the cab help minimize fatigue as the day progresses.
- Ergonomic, seat-mounted joystick controls enable a wide range of comfortable operating positions for operators of any size.
- Available air ride seat provides an unparalleled level of comfort.

“I see all of these benefits as an incentive for my workers to take care of the machines. I tell them, ‘If you want these nice things, you’ve got to take care of them,’ and they do,” he said. “At the end of the day, your workers and your machines have been more productive.”

AutoZone raves about job performance
of APS employee **Cassandra**

AIR FORCE '89 '90 '91 '92
ALABAMA '59 '69 '76 '82
ARKANSAS '71 '84 '87
AUBURN '65 '84
BAYLOR '85
BOISE STATE '04
BOSTON COLLEGE '83
BYU '98 '01
COLORADO '69 '70
COLORADO STATE '99 '00 '02
EAST CAROLINA '94 '95 '09
FRESNO STATE '05
GEORGIA '67 '87
GEORGIA TECH '72
HOUSTON '96 '06
ILLINOIS '82 '94
INDIANA '88
IOWA STATE '72
KANSAS '73
KENTUCKY '09
LOUISVILLE '93 '00 '01 '04
LSU '78 '85
MIAMI '61 '66
MICHIGAN STATE '93
MINNESOTA '86
MISSISSIPPI STATE '63 '91 '07
MISSOURI '78 '80
N.C. STATE '63 '67 '73
NAVY '81
NEBRASKA '77
NORTH CAROLINA '77
NOTRE DAME '83
OHIO STATE '81 '90
OLE MISS '65 '68 '89 '92
OREGON '60
OREGON ST '62
PENN STATE '59 '60 '79
PITTSBURGH '97
PURDUE '80
SOUTH CAROLINA '88 '06
SOUTHERN MISS '97 '99 '03
STANFORD '95
SYRACUSE '61 '96
TCU '02
TENNESSEE '71 '74 '86
TEXAS A&M '75
TULANE '70 '79 '98
TULSA '05
UCF '07
UCLA '76
USC '75
UTAH '64 '03
VILLANOVA '62
VIRGINIA TECH '66 '68
WEST VIRGINIA '64



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January 6, 2010

Mr. Lorenzo Myrick
Amnesty Professional Services
3220 East Shelby Drive
Memphis, TN 38118

Dear Mr. Myrick:

I would like to inform you of what an outstanding job Shun Tate did during this year's AutoZone Liberty Bowl game held at the Liberty Bowl Memorial Stadium on January 2, 2010. I had met with her prior to game day and from that point on, Shun's work ethic, knowledge and "can do" attitude made a big difference in making the Bowl game a huge success for the Bowl and our guests.

I sincerely appreciate how she handled everything that came her way and wanted you to know how smoothly she made everything flow. She definitely made my job easier! I hope we are fortunate enough to work with Shun again.

Best regards,

Debra Mitchell
Hospitality Director

cc: Angela Daniels, Stadium Director, Liberty Bowl Memorial Stadium
Steve Ehrhart, Executive Director, AutoZone Liberty Bowl

Tat

New Team Players

2010

New Lawn Team

APS Facility Maintenance starts 2010 with a new irrigation team. Welcome Steven, Jose, and Alex!

New Account

APS adds Cummings Pershing as a new client for 2010. Welcome to the APS family!

New Additions

APS welcomes new additions to the staff.

- Mannie Young, Area Manager
- Dedrick Miller, Project Manager
- Lisa Lewis, Office Assistant (Certified Notary)



Welcome to the APS Team!



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