



ITC Service Group Acquisition LLC

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November 10, 2021

To: All ITC Employees
From: Seneca Mullins, President
Re: **Transcript of Veterans Day Video Message**

Today I want to send a message of gratitude to all ITC Service Group veterans and tell you about ITC's commitment to you.

Veterans Day originated as "Armistice Day" on November 11, 1919, which was the first anniversary of the end of World War I, and officially became a national holiday in 1938. Veterans Day pays tribute to all American veterans—living or deceased—and it is a wonderful opportunity for us to acknowledge our living veterans who served their country honorably during war or peacetime.

There is an important distinction I want to make between two important national holidays that honor American veterans. Memorial Day, which is observed on the last Monday in May, honors those who died while actively serving in the military. Veterans Day, on the other hand, recognizes all who have served in the Armed Forces, who are living or deceased. Today's message is about Veterans Day.

So let me begin by saying to the members of ITC's family who fought for peace at home and around the globe, simply and sincerely, thank you for your service. We honor those who honored our country with its highest form of service – and we owe you our thanks, as well as our respect.

Today is the day we honor you for your many sacrifices and efforts to defend our freedom. No person, including me, who has not served their country will ever know the nature or extent of your sacrifice, but today, as your leader, I want to acknowledge the price you paid. We also thank your families who often endured months, and sometimes years, of separation from you so that you could protect our country and defend our freedom. I also want to underscore that, for many of our veterans, the sacrifice is not over, nor will it ever be.

I find it fascinating that almost ten percent of the living American adult population are veterans. We are surrounded by veterans and yet so few of us seem to know who you are, in which branch you served, or what your job was. Veterans don't always tell stories about their heroism, and it is up to us to ask and listen. This Veterans Day, I hope we will take the time to reach out to all the veterans we do know and find a way to say thank you for giving us the greatest gift of all, our liberty.

ITC is extremely proud to employ dozens of veterans who have voluntarily self-identified as such, and to have launched last year a formal Veterans Initiative under our HR banner. The number one goal of ITC's Veterans Initiative is to become "veteran-friendly."

So, what does "veteran-friendly" really mean? Generally speaking, a company is on its way to becoming veteran-friendly when it takes deliberate action to recruit, hire, train, promote, and retain military personnel or veterans. Veteran hiring preference, military skills translation, and flexible work schedules to accommodate training and deployments are among just a few of the programs and policies underway to assist ITC's current or former service members.

Why are we on a mission to recruit and retain veterans? Because we believe American veterans have gone above and beyond for us, and now it's our turn to give back. Government studies tell us the most critical need veterans have is for good paying jobs with opportunities for growth and advancement. Yes, veterans are the most deserving of good jobs. But hiring veterans also has to make good business sense, and it does. Why? Because veterans make outstanding employees.

Our experience at ITC is that our veteran employees are leaders who are highly disciplined. We see clear evidence that our veterans have a "mission first" mindset, meaning they put their teams before themselves. Veterans are also extremely loyal and committed to the highest standards of excellence.



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There are more reasons: Veterans not only have a strong work ethic, but they are also masters of analysis and trained to solve problems, skills critical to the types of work we do. Veterans can determine the root cause of the situation, find the best possible solution for the situation, establish a plan, and execute on that plan, with very little hesitation.

And let's not forget: Veterans are good under pressure and are able to adapt and overcome. And did I mention that veterans are good in a crisis?

What has ITC actually done to become veteran-friendly? Well, over the past year, we have formalized our Veterans Initiative with Eric Adkins, ITC's Dream and Leadership Manager (and veteran Marine) at the helm as coordinator, along with Kristin Edwards, responsible for facilitating improvements in ITC's HR policies and practices. Eric has an enormous appetite for excellence and a passion that knows no bounds for ITC's veterans. Kristin has a strong track record of advocating for all ITC employees and has helped to pave the way for ITC's Veterans Initiative. We are fortunate to have them leading the charge!

In addition, we have established a presence on our website to let everyone know of our intent to become veteran friendly, which also serves as a place to report on our progress.

This past Memorial Day, we paid our respects to fallen soldiers everywhere with our inaugural "Hall of Heroes" event. "Hall of Heroes" is a permanent memorial under the new Veterans section of ITC's website, designed to serve as an expression of gratitude to great Americans and their families.

What else can we do to support our coworkers who are veterans? Here are just a few ideas, some which we can do year 'round:

- *If you know an ITC veteran who is a new hire, tell them about our Veterans Initiative.*
- *Pay attention to what is happening around us and take our civic duty seriously.*
- *Teach our children, family, and friends to do the same.*
- *Work to live a life worth the sacrifices made on our behalf.*
- *Fly our country's flag and do so correctly.*
- *Reach out to the families who continue to sacrifice while their loved one is serving.*
- *Volunteer at a VA hospital or a National Cemetery.*
- *Pick up the tab for a uniformed soldier or offer your place in line.*
- *And remember, it's always OK to simply say, "Thank you for your service."*

In closing, ITC is proud to support military veterans and their families. I invite you to join me in getting more involved. It is the best possible example of a win-win!

Finally, to those members of the ITC family who fought for peace at home and around the globe, you have our deep and lasting gratitude. We are blessed by the extraordinary talent, training, and experience you bring to our organization each day. We are a better company because of you, and we are counting on you to teach us how to become the very best veteran-friendly company we can be.

Thank you and have a safe and meaningful Veterans Day. May God bless you all.