

# THE MACLELLAN INSIDER

**25 YEARS IN THE MAKING!**  
BY JEFF BETZOLDT, PRESIDENT

2019 marks the **25th Anniversary** of MacLellan's formation as a standalone company. We weren't named MacLellan then, rather we were known as Industrial Services International (ISI). It was the award of our first major OEM contract with Toyota Motor Manufacturing Kentucky that led to the creation of the company when we formally launched operations in January 1994.



While the Toyota contract was the reason for creating the new company, it technically wasn't our first paint process cleaning contract. Our first domestic paint shop cleaning contract actually launched more than a year earlier in November 1992 at an automotive wheel cover manufacturer named Thompson International, which later became McKechnie Automotive Inc. Our parent company, Haden Inc. had just installed a



new paint shop for Thompson and we were successful in displacing their incumbent cleaning supplier based on the premise 'who better to maintain your new paint process than the people who designed and installed it'. It made sense and Haden won its first process cleaning contract. Only three months earlier Haden had decided it wanted to expand our service offerings to include paint process cleaning services. Thompson was a start but it wasn't until the award of the Toyota contract that Haden

decided we were serious about building a new service division.

We continued to operate as ISI until August of '98 when we re-branded the business as MacLellan Integrated Services,



leveraging at that time the name of our parent holding company Haden MacLellan Holdings.

Over the ensuing two decades we added numerous new clients, became a privately held business, bought our former sister company in India, weathered the recession, grew a significant maintenance service and most recently expanded into industrial HVAC services.



When we started down this path in '94 it never occurred to me that we would still be at it 25 years later. We have enjoyed many successes and learned much about what it means to deliver value to our customers. As I reflect I often think about the many difficult experiences we had early on, too often learning the hard way what it meant to deliver to the standard that our customers expected. Personally, I know I wouldn't have the energy to do it all over again and fortunately it isn't necessary because we learned well from those early experiences and adopted many of the same disciplines our manufacturing clients use to manage their businesses. Consequently, while we still make mistakes and have plenty of opportunities to improve, the size of those mistakes today are generally more modest and we get our arms around them sooner.



BEST PEOPLE • BEST SYSTEMS • BEST RESULTS

More so than the learning experiences and growth successes of the past 25 years, what gives me the greatest personal satisfaction is being surrounded by so many wonderful people at MacLellan. I consider ourselves to be so fortunate to have such a significant portion of long-tenured employees among our ranks. You are the ones who give strength to the fabric of our organization, the values, the work ethic, the pride and the customer service focus that makes us the good company we have become. I know and you know who you are. You are the people who have created the MacLellan culture and reinforce it every day through your attitude and actions. I believe we have created a very positive business culture over the last two decades and that is truly our most important achievement. Building on that aspect of our experience to become an even better company is what makes me excited for the future and eager to see us accomplish even greater things together over the next 25 years.



Congratulations to all my MacLellan colleagues on achieving this 25-year milestone and on behalf of us all, I want to thank all our customers for giving us the opportunity to learn from them and build a company that remains passionate about delivering the highest possible value for our clients.