



CROSSROADS QUARTERLY

Message from the President/CEO



After almost two years of intense information gathering, analysis and planning, our Board of Directors in June approved our new Strategic Plan called **Vision 2015**. Between now and the year 2015, the senior management team of Crossroads will retire, and it is imperative the organization prepare for this transition. We've crafted a five-year proposal that will provide for a smooth transition in leadership with the least disruption to our customers, our services and operations, while growing and sustaining our capacity to serve our customers, clients and stakeholders.

With this Plan, we will achieve the financial stability needed to sustain our mission by (1) maintaining strong corporate governance, (2) attracting and maintaining new and more long-term customers, (3) increasing the efficiency and effectiveness of our services, and (4) developing and retaining a skilled and effective workforce. We will concentrate on revenue growth, cost control and profitability. We will promote and sell our "brand" of customer-centric solutions and "best practice" services. We will improve our organization-wide operations with better technology and more environmentally friendly products and practices. Finally, we will promote the effectiveness of our employees through continuous education and training, increased qualifications, improved intra-company communications and an emphasis on job satisfaction.

Beginning in August I will visit each of our worksites to discuss the **Vision 2015** plan with you. All of you were involved in this lengthy planning process so I look forward to sharing with you the product of your efforts. Until then, enjoy the warm weather, have fun with your families, friends and co-workers and please, **work safely**.

Crossroads at the U.S. Coast Guard

In February 2010 Crossroads began a new contract in Alameda at the United States Coast Guard Island. With this new contract we welcome a new Project Manager Estrella Lopez and her talented crew of janitors. We are very exciting about this new opportunity and extend a warm welcome to our newest team.



General safety guidelines when mowing your yard.

Firstly, wearing sturdy boots and not flimsy footwear or flip flops as your feet are most at risk of injury when mowing your yard. Steel toe cap boots are preferable. Before starting to mow, look around your garden for sticks, rocks, toys, etc. as these can all damage the mower, as well as veer the mower out of control. Goggles or other eye protection should be worn; many injuries are caused by the blades coming into contact with a foreign object and striking a person in the eyes. Wear a pair of ear defenders as some of the more powerful mowers can be very noisy and can damage your hearing over time if you're ears are not protected.

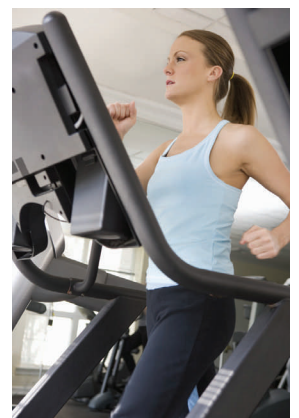
Follow these simply safety rules to ensure your family's safety and enjoy the summer.

Benefits-Did You Know?

Health care giant Kaiser Permanente earned the highest-possible score for meeting national care standards, while locally based Western Health Advantage (WHA) topped the list for member satisfaction, according to a February 2010 report in the Sacramento Business Journal.

Western Health Advantage (WHA) and Kaiser both offer fitness club discounts to their members. For information WHA members can call 1-888-563-2250 or visit them online at westernhealth.com and Kaiser members can call 1-877-335-2746 or online at kaiserpermanente.org

There are 1,440 minutes in every day. Schedule 30 of them for physical activity. Regular exercise is a critical part of staying healthy. People who are active live longer and feel better!



April		May		June		July		September	
Benjamin C.	4/2	Jose P.	5/1	Megan U.	6/1	Ronald S.	7/1	John W.	9/1
Steven M.	4/4	David N.	5/5	Cornelius J.	6/2	Estera A.	7/5	Michael F.	9/1
Martin P.	4/5	Lezlee J.	5/5	Aaron P.	6/3	William M.	7/5	Andrea R.	9/1
Naifow S.	4/5	Jorge V.	5/7	Kwanza G.	6/4	Guadalupe A.	7/7	Joseph M.	9/1
George M.	4/7	Steven B.	5/9	Gifond W.	6/4	Stephen S.	7/8	Amanda W.	9/2
Jack N.	4/10	Kathy S.	5/13	Linda B.	6/6	Loan L.	7/17	Daniel S.	9/3
Helen H.	4/11	Eren O.	5/13	Mitchell Y.	6/7	Andrew G.	7/20	Steven T.	9/5
Donald C.	4/13	Edward M.	5/18	Delia L.	6/8	Julio R.	7/21	Charlie M.	9/6
Larry G.	4/20	Engelberto M.	5/20	Anna S.	6/9	Abigail U.	7/22	Rosland T.	9/8
Robert K.	4/20	Sean E.	5/20	Roshni R.	6/10	James S.	7/24	Yesenia P.	9/8
Jeff H.	4/21	Gregory M.	5/21	Amor T.	6/11	Jacqueline H.	7/24	Rose F.	9/10
Baldomero S.	4/22	Santos R.	5/29	Jose R.	6/13			Mary R.	9/12
Gancy L.	4/24	Donna M.	5/31	Francis S.	6/15			Oscar C.	9/14
John S.	4/26	Wesley D.	5/31	Thomas R.	6/17	August		Monica A.	9/17
Daniel J.	4/26			Jeffrey H.	6/18	Rutilio R.	8/2	Lois S.	9/19
Carnell D.	4/26			Pablo P.	6/18	Richard H.	8/3	Erikka R.	9/25
Daniel J.	4/26			Sylvia B.	6/19	Michelle H.	8/3	Juan R.	9/26
Jesus Y.	4/28			Marie C.	6/19	Maria Z.	8/16	Elliot B.	9/28
Estrella L.	4/28			Karen M.	6/21	Tisha H.	8/17	David N.	9/29
Willie M.	4/30			Pedro A.	6/29	Mark H.	8/18	Deborah S.	9/29
				Robert T.	6/29	BJ N.	8/20		
				Reina R.	6/30	Thomas B.	8/20		
						Billy B.	8/22		
						Kevin D.	8/25		
						James G.	8/26		
						Jose L.	8/27		

Birthdays are good for you. Statistics show that the people who have the most live the longest

-Larry Lorenzoni

Outdoor Tips

Summertime is the time for outdoor fun but also increases your chances of being bitten or stung by insects. You can take steps to help avoid bites and stings—and to take the bite and sting out of any you get. Start with these tips:

- * Wear long-sleeved shirts, pants, and socks if you hike.
- * Wear light-colored clothes (not bright, floral, or patterns).
- * Skip perfumes, scented lotions, or scented hair products.
- * Applying insect repellent for long periods outdoors.

Products that have the chemical DEET are most common. Or you can try a natural repellent which are made with essential oils like thyme, clove, lemon eucalyptus, or neem.

If you do get bitten or stung, don't fret. Most bites and stings cause only minor pain or itching. You can treat these symptoms on your own:

- * **For bee stings:** Remove the stinger by gently scraping it with a credit card. Wash with soap and water. Apply a baking soda paste (3 tsp. baking soda + 1 tsp. water) or apply ice for 10 minutes until the pain lessens.
- * **For mosquito bites:** Wash the bite with soap and water. Use anti-itch cream. You could also blend oatmeal in a blender until fine and add it to warm bath water and soak in it. If a bite causes allergic reaction get emergency help right away if you have swollen lips or throat, can't breathe easily, or feel faint or dizzy.

August

Rutilio R.	8/2
Richard H.	8/3
Michelle H.	8/3
Maria Z.	8/16
Tisha H.	8/17
Mark H.	8/18
BJ N.	8/20
Thomas B.	8/20
Billy B.	8/22
Kevin D.	8/25
James G.	8/26
Jose L.	8/27



IT PAYS TO WORK SAFE!

The BINGO game has begun! Everyone should have received a yellow BINGO game card by now in a previous paycheck envelope. Every pay period that goes by and your site has gone without a reportable injury or accident, you will receive a new number BINGO number to check against your BINGO game card. All you need are 5 number in a row to win and be one of the first 10 employees to report your winning numbers. This game's prizes are a red nylon durable lunch bag and a stainless steel 25 oz. water bottle with a loop cap. Good Luck!!!

