

February 18, 2022

To our valued clients,

We are excited to share some big news with our clients and community members. After founding Proline 37 years ago, Eric Spurling is as ready as he has ever been to step away from the business to pursue other adventures at the end of March (we're not allowed to call it retirement!). We are grateful for the vision and rebellious optimism he had to start the business and which has inspired our growth and development through the years. Every change is an opportunity, and with a vision for the future of the organization, we are "keeping it in the family" by adding five long term team members to our ownership group.



Left to right: Kelly Whitney, Kathryn Squires Basson, Andy Spurling, Dwight Mueller, Kathy Soetaert, and Paul Merrien

I will remain an active and involved owner while welcoming Dwight Mueller, Kathy Soetaert, Paul Merrien, Kelly Whitney, and Kathryn Squires Basson as owners. With a total of 71 ½ years of experience with Proline, many of you will know some or all of this remarkable team. Eric and I have had the pleasure of working with them for between 11 and 19 years. They have years of proven success working together and in their unique roles and bring complementary skills to the team and to the clients we serve. We have grown significantly, from 28 employees 10 years ago to more than 55 today, and we believe that the transition of these long-term employees to partners offers us the opportunity to both keep our ownership local and continue to learn and grow together to improve our team and the industry.

You might be wondering how these changes will impact you. We've tried to answer some of the questions you might have below:

1) Will our contacts at Proline stay the same?

Yes, your contacts will stay the same, as will our internal structures, processes, and roles. The ownership team will remain in their current roles, providing the same expertise and service as always.

2) What will change for us?

There are no changes being made to current client service or internal processes as a result of the ownership shift. As many of you know, we are passionate about relentless incrementalism, so while there are no changes arising because of this particular change, we remain committed to ongoing improvements and changes as we work to make ourselves better for you. That will never change.

3) I would like the opportunity to say goodbye to Eric. Will there be a party?

I know that many of our clients have had a relationship with Eric over the years and many of you still ask me how he is doing when we are chatting. He still has his email (eric@prolinemanagement.com) and will have it for some time after March 31, so please feel free to reach out to him. Much to his chagrin, we are also planning a party to recognize everything he has brought to our team and communities. Timing and format will depend on public health restrictions, but we are planning some form of event for April. Details to follow. It will also be a great opportunity for many of you to see our new office space on the Westshore. We are really proud of it...

4) Who do I contact if I have questions that aren't answered here?

If you have any questions, thoughts, or comments that we haven't addressed, we would love to hear from you. Please call our office and ask to speak to any of us or reach out via email.

Andy Spurling, President andy@prolinemanagement.com

Kelly Whitney, Vice President – Operations kelly@prolinemanagement.com

Dwight Mueller, Vice President – Finance dwight@prolinemanagement.com

Kathy Soetaert, Accountant – Strategy & Compliance kathy@prolinemanagement.com

Paul Merrien, Manager of Strata Department paul@prolinemanagement.com

Kathryn Squires Basson, Director of Culture and Community kathryn@prolinemanagement.com

Sincerely,



Andy Spurling
President