



AN INSIDE LOOK...

BEEKLEY CORPORATION – MARKING 25 YEARS IN DIAGNOSTIC IMAGING

Beekley Corporation was founded in 1932 by F. Cheney Beekley in Hartford, CT. Originally a printing company; it was under the leadership of son W. Mason Beekley, that the company entered into the health care industry as a major supplier of hospital charting sheets in 1962. Hospital charting sheets remained a major component of Beekley's manufacturing business until the late 1970s when demand began to decline due to replacement by computer technology.



W. Mason Beekley

THE X-SPOT – THE FIRST PROFESSIONAL SKIN MARKER IN DIAGNOSTIC IMAGING:



It was in 1983 that W. Mason Beekley purchased the patent of a simple product consisting of a small metallic pellet on a round, self-adhesive backing from three radiologists with the Hospital of the University of Pennsylvania. The following year, Beekley Corporation began manufacturing and selling the X-SPOT to its hospital charting sheet customers. The X-SPOT quickly became a staple in radiology

departments across the country; replacing a variety of makeshift methods such as taping BBs, catheters, straws, or paper clips to patients' bodies in order to communicate areas of concern on

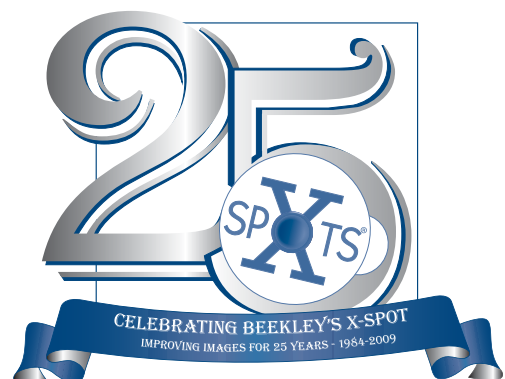
film to radiologists.

FROM CHEST X-RAYS TO BREAST IMAGING:

Originally envisioned for use as way to distinguish nipples on chest films, the X-SPOT was quickly adapted for use in Mammography as a way to indicate lumps and raised moles in addition to nipples on film. Seeing a need for a method of visually communicating commonly marked areas of concern in mammography more effectively, Beekley partnered with Dr. Donald Russell, a radiologist at nearby Bristol (CT) Hospital to create the Beekley Skin Marking System for Mammography. Consisting of 4 distinct shapes to communicate specific points of interest (triangles for palpable abnormalities; circles for raised moles; lines for surgical scars and pellets for nipples) the Beekley Skin Marking System improved communication between mammography technologists and interpreting physicians by helping to reduce questions, repeat films, and the number of unnecessary callbacks.

IMPROVING IMAGES FOR 25 YEARS:

Due to the popularity of the Beekley Skin Marking System for Mammography, Beekley Corporation evolved over the course of the past 25 years from a printing company to a medical products company with the introduction of modality-specific skin markers and other devices for the emergent fields of MRI, CT, Digital Mammography, Interventional Radiology and Radiation Therapy.



Under the current leadership of Ayn S. LaPlant; President and CEO since 2002, Beekley Corporation is a vital company sustaining annual growth and remaining the Market leader and innovative force in skin marking technology. By dedicating itself to creating simple, professional products that help improve communication, productivity, and patient care, the Beekley Corporation continues to meet the needs of diagnostic imaging's fast changing environment and technological advances.

BEEKLEY CORPORATION

ONE OF THE TOP 25 BEST PLACES TO WORK IN CONNECTICUT!

Beekley Corporation was named as one of the Best Places to Work in Connecticut and ranked #4 in the "Small/Medium Companies" category for 2007. This second annual program was created by the Hartford Business Journal, the Connecticut Better Business Bureau, and Best Companies Group.



This survey and award program was designed to identify, recognize and honor the best places of employment in Connecticut, benefiting the state's economy, its workforce and businesses. The Best Places to Work in Connecticut program is made up of 25 companies split into two groups: 18 small/medium-sized companies (15-199 employees) and 7 large-sized companies (more than 200 employees).

To be considered for participation, companies had to fulfill the following eligibility requirements:

- Be a for-profit or not-for-profit business
- Be a publicly or privately held business
- Have a facility in Connecticut
- Have at least 15 employees in Connecticut

Companies from across the state entered the two-part process to determine the Best Places to Work in Connecticut. The first part

consisted of evaluating each nominated company's workplace policies, practices, philosophy, systems and demographics. The second part consisted of an employee survey to measure the employee experience. The combined scores determined the top companies and the final ranking. Best Companies Group managed the overall registration and survey process in Connecticut with assistance from ModernThink LLC, who analyzed the data and used their expertise to determine the final rankings.

What is most notable about this distinction is that 70% of the decision is based on the employee survey. Internally we have a slogan that says it all - **Beekley...A Great Small Company**. There is nothing that could make us prouder than being validated by the people who contribute their time and talent to making this slogan a reality – our associates.

ABOUT BEEKLEY

Beekley Corporation is a growing and dynamic medical and hospitality products company located in Bristol, CT. As an ISO certified company, Beekley is committed to maintaining high quality standards and well as seeking to continually improve in all that we do.

Built on a foundation of strong core values, Beekley's mission is to anticipate and exceed our customers' expectations via high quality products and stellar service or as we like to call it: World Class Customer Care.

WHAT MAKES BEEKLEY A GREAT SMALL COMPANY & BEST PLACE TO WORK?

We empower our associates while constantly challenging and supporting each and every one to succeed at achieving their goals. In return, our associates receive much deserved recognition and rewards for their results.

To put it simply– we are unique:

- Unique in our approach to selecting only the best people, which makes for a positive, team oriented, work environment.
- Unique in that we dedicate a significant amount of time and resources to continuous learning programs that

benefit our associates both personally and professionally.

- We are unique in the way we approach continual growth and development which leads to so many career opportunities that our associates need look no further for their next step than right within the organization they have invested in.

Maureen O. Gallo

*Director of Human Assets /
Director of Operations*

AYN S. LAPLANT, PRESIDENT & CEO

FEATURE STORY

Ayn S. LaPlant, has been paramount in making Beekley...a Great Small Company and one of the Top 25 Best Places to Work in CT. She has an amazing success story to share from how she began her career at Beekley Corporation over 30 years ago to the indelible mark she has made as President and CEO, which will be remembered long after she leaves this great company behind. Ayn is the most amazing female leader I have ever had the pleasure of partnering with, and I would like to share her story.



Ayn began her career at Beekley in August, 1977, as a Sales Coordinator, just her second job out of college. Since then she has had quite the career path marked with continuous growth. Within 8 years she became VP of sales and in 1990 she earned the distinct role of President for this unique organization. In

2002, with the passing of founder W. Mason Beekley (then principle and Ayn's greatest champion and mentor) Ayn was appointed CEO. Mason's legacy lives on through Ayn's tireless dedication, hard work and the commitment to her team.

It's no accident that the tenure of Beekley's leadership team ranges from 7 – 24 years. Ayn has created an environment that provides meaningful work, learning and growth with plenty of career opportunities. It is not difficult to be committed when

you have a role model as dynamic as she.

Ayn is known for her spirit, endless energy, passion and the ability to look at challenges as opportunities - "making lemonade out of lemons" as Ayn would say. She is a mentor both formally and informally as she encourages all associates to be the best that they can be. Ayn consistently challenges the status quo while preserving what is core to the success of Beekley Corporation.

Speaking of the core; Ayn plays a key role in articulating a clear and lasting vision as well as developing core values and critical success factors which provide a strong foundation for Beekley Corporation. These critical success factors are known as the ARC - an acronym that represents qualities that a Beekley associate must possess to be successful: Attitude; Results; and Continuous Improvement. Beekley lives by these values each and every day.

Ayn has brought W.M. Beekley's vision to life. She is as committed today, as she was 30 years ago, to fulfilling two overarching missions of Beekley Corporation-Providing World Class Customer Care and making Beekley, a Great Small Company. World Class Customer Care is achieved by astonishing customers, both internal and external. It begins with happy and satisfied associates, what Ayn and Beekley consider their most important asset.

With a corporate culture based on high expectations and high performance, Ayn has nurtured a learning organization where associates contribute and make a difference. The standard has been set and the bar is continually being raised as Beekley continues to grow in double digits. All this and more will be the legacy of Ayn S. LaPlant.

Maureen O. Gallo

*Director of Human Assets /
Director of Operations*

THE FIGHT AGAINST BREAST CANCER- BEEKLEY'S GIVEBACK PROGRAM

MARY LANG, MARKETING COMMUNICATIONS SPECIALIST

Each year Beekley sets aside a portion of the proceeds from the sales of our Mammography SPOTS to give back to breast cancer programs that fund research, prevention and early

detection programs both locally and nationally. In 2008, recipients of these funds included the Bristol Community Breast Health Project; the CT affiliate of the Susan G. Komen Breast Cancer Foundation; The Pink Door; the National Breast Cancer Foundation, and the Avon Foundation; charities that mirror Beekley's mission and core values. Here's a quick snapshot of how our donations are being used:

Bristol Community Breast Health Project: A program run out of Bristol Hospital that provides free breast care for local women who are under or uninsured. In addition to providing free mammograms, the project provides all ensuing treatment at no cost to those women who are diagnosed with cancer.

Susan G. Komen Foundation: A global leader in the fight against breast cancer and is one of the world's largest private funders of breast cancer research and community outreach programs.

The Pink Door: Founded by Julie Durham, Lead Mammographer at Botsford Hospital, the Pink Door is a **non profit 501(c)(3)** that is a breast imaging funding resource for the underinsured and underserved including individuals under the age of 40. The Pink Door's focus is on saving lives through early detection and to provide quality breast imaging at locations convenient to the women and men it serves.

National Breast Cancer Foundation: Focuses on education on early detection and provides funding for free mammograms to low income or uninsured women, about 20,000 mammograms annually through partnerships with medical facilities across the country.

Avon Foundation: Beneficiaries range from leading cancer centers to community based non-profit breast health programs for awareness and education; access to treatment; screening, diagnosis and support services for the medically underserved in addition to scientific research.

MARKING A DIFFERENCE: OCTOBER BREAST CANCER AWARENESS MONTH 2008

In addition to the corporate donations, Beekley associates gave of their time, money, and talents in the fight against breast cancer through various fundraising activities during the month of October. These fundraiser events included:

Yankee Candle Sale; Silent Auction and Raffle; Susan G. Komen Passionately Pink for the Cure Dress-Down Day; "Bake the Difference" Bake Sale; Eyebrow Threading and a Handmade Greeting Card Sale.

A very special thank is extended to the companies that donated items for Beekley's 3rd Annual Silent Auction & Raffle:

- [Cutter's Edge Hair Salon](#) Rocky Hill, CT
- [CVS](#) Bristol, CT
- [Lenny & Joe's Fish Tale Restaurant](#) Westbrook, CT & Madison, CT
- International Haircutters Salon Rocky Hill, CT
- [Sidewalk Café](#) Hartford, CT
- [Village Pizza](#) Wethersfield, CT
- Nail Spa Ellington, CT
- [Lavender Fields Day Spa](#) Plainville, CT
- [Champions Ice Skating Rink](#) Cromwell, CT
- [Card Hall Hallmark](#) Wethersfield, CT
- [Lia Sophia Jewelry](#)



to help in this special way of making a difference in our local community.

Everyone at Beekley is to be commended for your generosity to this great cause. Each year we rely on contributions like yours to help increase the amount we give back and hope that you consider attending or contributing to this worthy cause and fun event in the future. Look for more info to come soon on our 10th Annual Tournament being held September 5, 2009!

END



“IT’S NOT GOLFING, IT’S SAVING LIVES”

CHELSEA FITHIAN, PRODUCT MANAGER & ARC ANGEL CO-CHAIR

The 9th Annual ARC Angel Golf Tournament was held Saturday September 13, 2008. It was another successful year, thanks so much to the valuable efforts and contributions of our Beekley associate volunteers, committee members, and loyal sponsors of Beekley vendors and community businesses. These combined efforts were an instrumental in raising this year’s total amount of **\$23,000** to benefit the Bristol Hospital Community Breast Health Project, a program that provides under-insured women the opportunity for a no-cost, potentially life-saving, Mammogram. This was our best year ever at a new location and with a shotgun start! Thank you all again for your continued support and contributions that made it so. Beekley is passionate about making the world a little better and positively impacting people’s lives. We believe it a privilege to have the opportunity