

COLTALA HOLDINGS...

CREATES A BALANCE OF MISSION AND MARGIN



Edward Crawford is the subject of our Resident Business Beat this month. First, we will learn about Edward and his family and then find out about the business, Coltala Holdings which he co-founded with a family friend, Ralph Manning.

Edward grew up in Shreveport, Louisiana and has lived everywhere from the Dominican Republic, New Orleans, New York, Miami, Rio de Janeiro and Afghanistan. Edward and his family moved to University Park from Miami Beach four years ago. His wife, Mary Elizabeth, is an incredible mother to their three children Caroline (10), Edward (8) and Annabelle (6). Mary is an active member of Watermark Church, their local community and is an active fitness enthusiast as well.

Their children all attend Hyer Elementary. Edward says, “Caroline plays violin and recently sang the national anthem for a charity baseball game with Clayton Kershaw and Chris Young. Edward plays Bantam Lacrosse that I coach; he also plays football and wrestles. Annabelle is a beautiful gymnast and loves to sing. They all enjoy swimming with the Dallas Mustangs.”

Edward attended Texas Christian University, Tulane University, and MIT Sloan School of Business. He is a mission-driven guy and served in the Peace Corps in the Dominican Republic near the Haitian border where he founded and helped grow a coffee farm to benefit the local farmers and community. He served in the Navy Reserves covering Latin American for Special Operations



The Crawford family



Command South and served on active duty in Afghanistan as an intelligence officer in 2012-2013 receiving the Bronze Star Medal. He spent eight years at Goldman Sachs as a VP in Miami before moving to Dallas.

Coltala Holdings is a mission-driven holdings company that uses a unique operation system called the Coltala Enterprise System (CES). They strive to impact lives through authentic and principled business stewardship in each business. They currently operate a home health and hospice business called Choice Health at Home (www.choicetx.com) as well as four HVAC companies in DFW.

“At Coltala the mission is very important. We try to create a balance of Mission and Margin in the companies we support. Coltala knows People Build Businesses, so we like to focus on the people. From taking care of hospice patients in their homes in the last days of their lives to helping a family improve the air quality in their home during Covid, we believe that serving our customers and employees comes first.” Edward defines this further...

- 1. MISSION:** Impacting lives through our employees and the services we provide to our valued customers.
- 2. MARGIN:** We are focused on sustainable profits and improving outcomes and quality through our (CES) of lean management and continuous improvement.

When asked what advice he could give to others, Edward says, “As a business owner do your research when looking for a private

equity firm to partner with. Make sure they pass the “day after test”. Many firms will tell you what you want to hear or give you the right price but the day after you sell, you realize you are in bed with the wrong partner. Make sure the team gives you references and that you pick a team of high character individuals who fit your values and care about the mission and not simply the margin.”

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