

Let's *grow* together



Leader in
Horticultural
Containers

Company Newsletter
3rd Quarter | March 2020

Coach's Huddle

Jim Bennett
President and CEO



As always,
Safety First.
Unfortunately,
we've had several
recent incidents.
All these
incidents were

caused by unsafe actions by some of our team members. We all need to take time to **think** before **doing** to ensure we are wearing the proper PPE and working in a safe manner. Also, we must follow the "brother's keeper" philosophy - keeping ourselves and others safe. In other words, don't let your fellow team members work unsafely.

We've just completed the 3rd quarter of our fiscal year. Thanks to everyone's efforts, our on-time delivery performance has hit all-time highs. As you all know, our customers can't plant without

a pot. Therefore, it is absolutely critical that we constantly work to improve our on-time delivery performance.

A big thank you goes out to our customer service team for the great job they did and are doing working with our customers and our production team to manage through the products where we have some capacity and delivery challenges.

All our teams continue to perform well through the 3rd quarter of this year. As we head into the final stretch (the 4th quarter). I'd like to challenge everyone to continue to **work as a team to serve our customers, be committed to excellence** by doing it right the first time and have a **can-do attitude** in everything we do to improve our company. Finally thank you for all your continued efforts at making HC a great company to work for!

Our Mission

From grower to gardener,
improving our world.

Our Vision

To be the first-choice provider
serving the horticultural
industry.

- Innovation
- Customer service
- Sales support
- Manufacturing
- Logistics

Our Values



Safety

We keep ourselves and others safe.



Integrity

We act honestly, confront the brutal facts and keep our commitments.



Commitment to Excellence

We are committed to continuous improvement in everything we do with a bias for action.



Team

We win as a team and we value every individual's contribution.



Service

We serve our customers, team members, the communities in which we operate and our industry.



Can-do

We are positive, can-do people.

“ Trust is the lubrication
that makes it possible for
organizations to work. ”

- WARREN BENNIS



Darren May, Site Manager

Production

The team here in Burlington have experienced some recent production challenges as equipment issues have led to unplanned downtime. Having these issues presents the opportunity to evaluate your team when they're facing adversity and I am very pleased with their response. Dedicated employees are our most valuable asset and I would like to thank them.

We've added another Roll Cradle to the product family, bringing the total assortment to five. Interest in these products remains high.



Safety

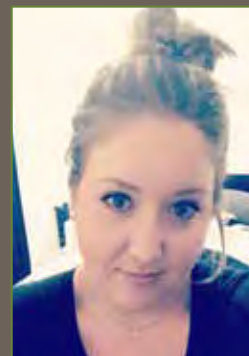
On January 22, Burlington achieved **six months without a recordable incident**. Two members of our safety committee will be attending a five-day training program to become Certified Safety Reps. First-Aid/CPR training is due this year and we've begun that process as well.

EMPLOYEE OF THE QUARTER

Jocelyn Lewis

Jocelyn Lewis joined our team in 2017 from a temp agency. Her strong work ethic led us to offering her full-time employment. She quickly progressed through different production positions.

In 2019, she was promoted to the warehouse where she continues to take on more responsibility. Great work Jocelyn!



Interested in
nominating someone
for Employee of
the Quarter?

Talk to your HR
Representative



Suggestions, comments or questions?

Contact Becky at 330.487.3749



Mark King, Director of
Warehousing and Logistics

Safety

The Elyria site is thrilled to announce **more than two consecutive years without an injury - over 800 days!** The last recorded injury was in December 2017. This is an exceptional accomplishment for a half million square foot distribution center with 40+ employees, multiple shifts and seven days of fast paced operation.

I can't tell you how proud I am of the Elyria team members for this accomplishment. To celebrate, we will be hosting a catered lunch and passing out safety awards to team members who have been with the company for more than one year.

The 2020 peak shipping season is winding down in Elyria. This has been one of the smoother peak seasons Elyria has had. Product availability has been good, and the load planning team has done an outstanding job working with the Elyria team to plan loads in advance and level out the workload throughout the week.

Plant Projects

I am pleased to announce that the Elyria DC will be staying in Elyria for at least another five years as we're currently working to finalize a five-year lease extension through September 2025.

As part of this extension agreement, there will be several improvements made to the facility to continue to make this a better working environment for all. This includes remodeling of the employee parking lot and entrance, lighting upgrades and major floor repairs.

The Elyria DC has proven over the last several years that it is the most efficient and cost-effective distribution solution for the company at this time. A big part of that solution is the experience and dedication of the work force in Elyria.

EMPLOYEE OF THE QUARTER

Amy Youngless

Amy started at HC in the summer of 2016 as a temp. Since then, she has moved into a specialist role focusing on quality.

Amy is Elyria's go-to person when it comes to maintaining and replenishing our quick pick/case pick aisles. She also handles most product and packing quality audits and inspections.

She is always willing to put in long hours to make sure the job gets done and is willing to lend a hand to other departments that need help. Amy loves the challenge that comes along with her role here at HC and really enjoys the people she works with. Her proudest accomplishment is having moved from being a temp into a specialized role in a short period of time.

In her spare time, Amy likes to work on home and yard projects and really enjoys downhill skiing, though she hasn't gone recently.



Suggestions, comments or questions?
Contact Becky at 330.487.3749



Brian Cunningham, Site Manager

I'd like to take this opportunity to recap some key highlights which occurred in Middlefield since our last edition.

Safety

As always, let's start with Safety. Our Branding Department is approaching **three years since our last OSHA recordable incident**. What an accomplishment and congratulations!

In addition, our teams have been working on other projects focused on improving our safety performance. You may have noticed the new lights in all of our production areas. These lights are compact LEDs which are brighter, more energy efficient and will last exponentially longer than those old fluorescent tubes.

The increased visibility they provide makes it easier to work safely 100% of the time. The lights also help in assessing our housekeeping efforts. I have to say, this is the area I'm most proud of.

We showed our Board of Directors a beautiful, clean and organized facility and have done a great job keeping it that way since the visit. This has to be a priority for us, not just because it looks good, but because a **clean shop is a SAFE shop!** Keep up the great work in this area.

Plant Projects

On the heels of the flywheel project successes we discussed last month, our CI team in Middlefield has kicked off additional projects in our Vacuum department. We have projects focused on improving the quality of extruded sheet by installing upgraded extruder components.

We're also looking into making improvements to our formers, specifically, ensuring that we have a catalogue of spare heaters on the shelf and that our chain rails are in good working order.

Much like our projects in Co-ex, these projects are focused on driving down scrap and increasing machine uptime. This increases our overall department yield and drives our costs down. Smart projects such as these are how we win as a business. With your continued support and buy in, we can't lose.

I will continue to keep you all posted on the progress we are making on these projects and all the new items coming down the pipeline.

EMPLOYEE OF THE QUARTER

Shannon Whitney

Shannon started with HC in the winter of 2017. During her time here, she has served as Shipping Utility, Float, Lead Float and Stand in Supervisor. She is currently the Lead Float for the D Shift team in Injection. In January, our Injection D shift supervisor temporarily moved to the Printing and Labeling team. Based on Shannon's experience and ability, it was an easy decision to ask her to fill in as Supervisor until the Printing busy season is over.

Shannon approaches her work and her co-workers with an excellent attitude and demonstrates a can-do attitude when she approaches a task. She excels at training new employees and does an excellent job to help our temporary employees through the temporary to full-time conversion process. Shannon has volunteered to work on different shifts to help train new employees and develop the team.



Suggestions, comments or questions?

Contact Becky at 330.487.3749



Terry Jack, Site Manager

Safety

Recently, one of our Utility Operators had a non-work related medical incident. The Sebring team did an excellent job staying calm and responding to the situation as they had been trained to do. Proper preparation and teamwork keep these types of incidents from becoming major problems. Our team member is expected to recover and return to work soon. Also, several great ideas for further improvement came from this incident and are now being implemented.

To date, Sebring has reached **225+ days with zero recordable incidents** and will continue to keep the safety of our employees at the forefront. The Sebring team has also been working on several safety related topics.

Sound Level Testing: Over the years, several changes have occurred at the Sebring plant, including adding machines. Therefore, we needed to have hearing testing completed again. This testing was completed February 4, 2020.

First Aid/CPR Training: Training was completed January 4, 2020 by the following employees:

1st shift - Eldon Wyatt, Marissa O'Berry, Brittany Brown; 2nd Shift - Darin Fitzgerald, Bailey Jacob; 3rd Shift - Chandel Gross, Gilbert Villalta; Warehouse - Donnie Smith; Maintenance - Anthony Hostetler and Josh Johnson.

Updating Plant Safety Manual: With changes made in the areas of New Safety Committee members, New First Aid/CPR trained team members, Sound Testing results, etc., the Plant Safety Manual is being updated to reflect all of these changes.

Plant Projects

The plant has been working on several Continuous Improvement Projects.

Product Staging Area: Lined area in the warehouse yard where loads are pre-staged, and double checked to reduce shipping errors.

Scrap Counters: Scrap counters are being installed on all of our production lines to get a true picture of the scrap produced.

Operators Cabinet: Centrally located on the production floor and stocked with the most commonly used repair parts.

Troubleshooting Guide: Complete with pictures, flowcharts and step-by-step instructions on repairs.

BM4 Rebuild: Starts Monday, February 17. This is a major, much needed rebuild.

Plant Cleaning: As part of our 5S drive in the plant, we have had several plant cleaning days.

EMPLOYEE OF THE QUARTER

Brittany Brown

Brittany has been with HC for a little over two and a half years and is one of our newest members of the Safety Team. She requested to be on the Safety Team to help make a difference. Brittany always wears her PPE.

She has been coming up with new ideas to help make her line run more efficiently and could be used on the other lines. She is willing to help wherever needed, including covering shifts.

Brittany is dependable and always has a great attitude.



Suggestions, comments or questions?
Contact Becky at 330.487.3749



Jack Daniels, Site Manager

Safety

During this past quarter, the injection department in Sparks hit a milestone - **1,000 days without a recordable safety incident**. However, as far as our facility record goes, we had a safety incident that zeroed out our perfect record. The Sparks plant experienced a safety recordable injury in our Thermoforming department due to an unsafe act. Several lessons were learned from this incident and corrective actions are being put in place to make Sparks an even safer plant.

Plant Projects

Our Thermoforming department has been tasked with a new challenge of running Mum Pans on the TF2 line. Our TF team is proud to be given this task and we are up for the challenge! Mum Pans are a new product line for us and require a totally new process and material stream for TF. We are now running PP on TF2 and HDPE on TF3. This requires team coordination and

discipline to run these materials and also keep them separated.

The Injection and Printing departments continue to find ways to improve their respective areas. We made staffing and strategy changes in late October, and both areas continue to safely make quality products to serve our customer's needs.

All our support areas continue to be highly involved in CI initiatives throughout the plant. The continued buy-in and efforts from these areas is critical to keep everybody moving in the same direction.

EMPLOYEE OF THE QUARTER

Brittney Arias

Brittney joined HC in June of 2015. She works safely every day with a positive can-do attitude, while keeping continuous improvement at the forefront of her mind. Brittney works directly with her team to challenge the status quo and try different things to change behaviors.

What stands out the most about Brittney is her overall positive attitude. Underneath her nice persona, she is an operations warrior, however. She drives her shift to succeed on a daily basis, works with Johnny on CI projects and is a key member of our safety team.

Brittney most recently assisted in the safety team's aggressive project to re-stripe our parking lot and paint the emergency vehicle parking curbs. Additionally, her first responder skills were put to use in a safety incident we had at the Sparks plant. Her calmness and leadership skills were obvious and appreciated.



Suggestions, comments or questions?
Contact Becky at 330.487.3749



Manufacturing UPDATE

Jason Brooker
Vice President of Manufacturing

Never Rest

My high school English teacher had a poem on one of the walls of his classroom which read:

**Good, better, best,
Never let it rest,
'Til your good is better,
And your better's best.**

He always said that it could mean different things to different people, but I always took it as a challenge to work harder and be the very best you could be. As I always do in these articles, I try to apply these words of wisdom to our daily lives and work activities. I ask myself these questions: Are we good? Have we gotten better? Are we the best? The answers vary based on the circumstances.

Safety

Are we good?
Compared to OSHA industry incident rate reports, yes.

Have we gotten better?
Yes, our culture is shifting to "safety first".

Are we the best?
No, a ZERO incident rate is the only measure of best.

We continue to work hard with training, awareness and our shifting culture around safety. We are just not where we want to be yet and it's going to take everyone's help and a lot more work to get our safety performance incident free.

Quality

Are we good?
In an industry that doesn't have a lot of standards around product quality, we must measure quality by customer feedback. Based on their recent feedback, we're not doing too badly.

Have we gotten better?

Yes. Complaints are down, returns are down, scrap is down - year-over-year.

Are we the best?

Our customers are much happier, but we must continue to get better.

We need to keep working on our scrap initiatives and controlling our processes to make quality products the first time/every time.

Manufacturing Efficiency

Are we good?
In some areas, yes. In others, not so good.

Have we gotten better?

Yes! Nearly every plant and every department has improved through hard work and focusing on the right things.

Are we the best?

No. We need to keep driving towards "world class" levels of efficiency.

We have made tremendous strides in many areas at all our plants. We are using less machines to make the same amount of product, using less floor space to do the same work and yield efficiencies have improved at every plant.

Our continuous improvement efforts have paid off. Although we may not be the best yet, if we keep improving and working hard each day on the things that will make us better, we can get there. We must continue to drive towards Operational Excellence in everything we do.

Thanks for everyone's hard work and for the efforts to continually improve!



Suggestions, comments or questions?

Contact Becky at 330.487.3749

CONTINUOUS IMPROVEMENT

by Jon Harris, Director of Continuous Improvement

LEADERSHIP

PROCESS PLANNING

Creating a Learning Culture

"Tell me and I forget. Teach me and I remember. Involve me and I'll learn." – Benjamin Franklin

As a company, we're striving to build a Learning Culture. By doing this, we can set ourselves apart from our competitors. If you think about it, our competitors can buy the same equipment we use, they can use the same materials, they can copy our products. But they cannot copy our culture.

A Learning Culture is one where we continually work to find new and better ways to drive our business.

We have been around for more than 50 years, but this does not mean we have learned all there is to learn about making flowerpots. Let me give you an example.

The Middlefield plant has Process Technicians that have learned Injection Molding through a variety of different methods. Many have spent most of their careers within The HC Companies and were taught what some refer to as "explosion molding". This method favors speed over control and injects plastic as fast as possible – sometimes at the expense of the equipment or product quality.

Others learned Injection Molding outside of The HC Companies and use different methods. When asked what their theory or approach for setting up a process was, the answer almost always came back as, "because that's how we've always done it". **The science behind their approach was rarely in the discussion. In a Learning Culture, we are always working to move our processes from art to science.**

Recently, the Middlefield team started learning about a more scientific approach to Injection Molding. Josh Whitmore, one of our Process Engineers, attended some training and learned about a process that separates the

injection phase from the pack and hold phase of the molding process. Josh was one of the guys trained in "explosion molding" but was open to new ideas. Even though this scientific method was different from the norm in Middlefield, Josh found value in giving it a try. He found that using this new method allowed for more control and easier troubleshooting which created a more robust process.

Josh brought the scientific method for molding back to Middlefield and proved it works but did not stop there. He put together a training program and taught the Injection Team the new process. He spends time on the floor and is there to help the team and reinforce the learning. This new processing method has contributed to reducing variation, increasing knowledge and capability and making troubleshooting easier. All of this leads to improvements in scrap and output.

This example demonstrates the culture we want in our company. As we continue to learn and grow as individuals and teams, we will be unstoppable.



Suggestions, comments or questions?

Contact Becky at 330.487.3749

SAFETY



SAFETY FIRST



PROTECTION



REGULATIONS



HAZARDS



HEALTH



INSURANCE

Dan Zachowski, Corporate EHS Manager

As a company, we continue to look out for each other and keep safety as our number one priority. **With that in mind, one group of employees I would like to take a moment to recognize is the First Aid Responders throughout the organization.** These are the people in each of our locations that are ready to help if a medical emergency arises. They have volunteered their time to be trained in First Aid, CPR, AED and blood-borne pathogen safety. Thank you for looking after your fellow co-workers, for caring about the well-being of others and for all that you do!



STOP, THINK, ACT - In reflecting on the safety incidents that we have had in the past few months, I have identified a common theme. Several of our incidents occurred when an employee was doing non-routine work, for example clearing jammed product. This is non-routine because there was an upset in the normal process, something happened that the machine and/or the process was not designed to do. When this occurs, often there are additional risk factors that can come into play that we may not recognize, for example stored energy or awkward body/hand positioning. That is why it is important to STOP and THINK before we ACT.

STOP - Don't just react, stop yourself and stop the process/equipment, if necessary. This will give you time to...

THINK - Consider the following questions: What is going on? What could happen to me? Do I know

what to do in this situation? Do I have the right tools? How do I correct or fix this? Do I need to get help? Answering these questions will help identify potential hazards, and help you come up with a safety plan to...

ACT - Formulate a plan of action with safety in mind. If you don't know what to do, don't have the right tool or just need another person's help to do it safely, get help. Involve your supervisor to get what you need or to come up with a safe plan of action.

I'm a firm believer in this method. It's a simple and effective way to reduce risk, as well as create better outcomes. This method also works well for quality issues. Please consider this method the next time you are faced with a non-routine task.

Fall Protection - I recently attended training on fall protection. Going through the training has helped me better understand the hazards associated with working at heights and the levels of protection necessary to keep our employees safe while doing so. Working above four feet requires some level of protection from falls and is one of our Safety Absolutes! I look forward to applying this knowledge throughout our company, and training others on what I've learned.

Upcoming Visits - Thus far, I have only worked in our Ohio facilities. This spring, I am looking forward to getting out and visiting the Sebring, Sparks and Canada locations. The goal of my visits will be to see the plants, meet people and help however I can.

Hope to see you soon!



Suggestions, comments or questions?

Contact Becky at 330.487.3749

Q: I don't currently have a Primary Care Physician (PCP). What's the best way to find one?

A: Cigna makes it easy to find a provider that's close to you and in your network.

Step 1: Go to Cigna.com and click on "Find a Doctor" at the top of the screen. Then under "How are you Covered?" select "Employer or School."

Step 2: Change the geographic location to the city, state or zip code you want to search. Select the search type and enter a name, specialty or other search term. Click on one of their suggestions or the magnifying glass icon to see your results.

Step 3: Answer any clarifying questions, and then verify where you live (as that will determine the networks availability).

Q: Is there an option to speak with a doctor about cold and flu symptoms without going to the doctor's office or urgent care?

A: Yes. If you are enrolled in a medical plan through The HC Companies, you're able to participate in CIGNA's MDLive Virtual Care. Connect with a board-certified provider (who will have access to your medical history) via phone or video chat, when, where and how it works best for you.

The service is geared towards cold and flu symptoms, bronchitis, sinus infections, allergies, urinary tract infections, pink eye, ear infections, mental health and more. It's available 24/7, 365 days, including weekends and holidays.

Q: Is there an app for that?

A: Yes! Access information instantly, find doctors, view your ID card, estimate your costs, check your coverage and claims. Tap the App Store icon or Google Play Icon and search the following apps: Cigna, Delta Dental, EyeMed and MDLive. Get started today!



Q: What can an Employee Assistance Program help with and how do I contact one?

A: All HC employees are eligible for Unum's FREE and confidential work-life balance Employee Assistance Program (EAP). The EAP is designed to help you lead a happier and more productive life at home and at work. When you have questions or concerns or emotional issues surrounding your personal or work life, you have confidential access to a Licensed Professional Counselor who can help.

The service is geared towards depression, anxiety, family and parenting problems, relationship issues, divorce, anger, grief and loss, job stress, work conflicts and more and is available 24/7. Both online and phone support are offered. Unlimited, confidential Toll-free 1-800-854-1446 and/or www.unum.com/lifebalance. For short-term problems you can have up to three face-to-face visits with a consultant.

Q: What's the best and most cost-effective way to order my maintenance medications?

A: If you're on a maintenance medication, you can sign-up for home delivery through Cigna. No more waiting in line at the pharmacy! All you have to do is call 1-800-835-3784 and select option 3. You'll also need the following information:

1. Name and Cigna ID Number
2. Prescription medication names and strength
3. Doctor information (name and phone number)
4. Payment information (AmEx, Discover, MasterCard or VISA)

With this information, Cigna will request a prescription from your doctor. Once received, they fill and mail your medications to your home or other location of your choice. When filling maintenance medications via the mail, you only pay two months of copays but receive three months of medication.

Q: Is there someone I can speak with if I or a family member have questions about Medicare or the Marketplace?

A: Yes! You have access to InsureOne Benefits. They're experts in educating and assisting with Medicare and the Marketplace. Feel free to reach out to them at 1-800-722-7331 for additional information.

For additional questions, contact your HR Representative.



Suggestions, comments or questions?
Contact Becky at 330.487.3749

SALES TEAM

Rick Friedrich

National Sales Manager - Nursery

Rick Friedrich is our new National Sales Manager for Nursery. In this new role, Rick will help us shape the nursery segment by designing and implementing sales plans and marketing strategies, leading customer development and implementing selling practices which drive revenue for the business.



Rick brings with him a wealth of experience with more than 30 years of horticulture and agriculture industry experience. With eighteen years of ornamental greenhouse and nursery production experience, Rick offers a strong foundation and practical knowledge of growing a horticultural businesses' bottom line. Since then, Rick has accumulated over fifteen years of sales and operations experience. Over the last ten years, Rick has been responsible for developing and implementing sales strategies and managing all sales activities in the Americas for Jiffy Products.

Rick is a graduate from California Polytechnic State University, San Luis Obispo with a BS in Environmental Science and a Masters of Arts in Organizational Management. Moving out east from California to Ohio in 2001, he now resides with his wife, Kim in Lakewood, Ohio. Rick has three grown sons, Tyler (31), Jordan (28), and Spencer (25), a beautiful daughter-in-law, Rachael (29) and is the proud Papa of their first grandson, Carter (2). In his free time Rick enjoys spending time road cycling, rowing, gardening and traveling. He volunteers his time on the Board of Directors for a non-profit organization, Voices for Children, in Lorain County.

**Welcome to
our new team
members!**

Nichole Edelman

Jr. Product Manager - Nursery

Nichole Edelman has joined the HC team as a Jr. Product Manager for our Nursery team, working out of the Twinsburg, Ohio location. She has a strong background in horticulture working in research, operational and quality control for nearly 10 years. She holds a Bachelor of Arts Degree in Biology from Hiram College, and a Masters of Science in Horticulture and Crop Science from Ohio State University. She is excited to bring her technical industry background to help revitalize the nursery division.



Suggestions, comments or questions?

Contact Becky at 330.487.3749



Serving the **communities** in which we operate

Chili Cook-off to benefit the *Two Foundation*

On Friday, January 31, The HC Companies Corporate office held their 4th annual chili cook-off contest. This year we had a tie for the best chili by two first-time entries. Gavin Collier and Jamey Schiesswohl (pictured right) were the winners this year. Congratulations to both Gavin and Jamey.

The HC Companies also held a *Two Foundation* lunch fundraiser in conjunction with the chili cook-off. Hot dogs, brats, chips and drinks were served. The corporate office raised \$265.00 for the *Two Foundation*. A big thank you to all for their generosity.



Clothing Drive to benefit Haven of Rest Ministries

The Twinsburg Corporate office held a gently used clothing drive called "Clean Your Closet," which benefited the Haven of Rest Ministries in Akron, Ohio during the month of January. The Corporate office collected 169 pounds of gently used men's, women's and children's clothing. Thank you for all the support for this very worthy cause. Becky Young and Susan Murtaugh are pictured.

“ No act of kindness, no matter how small, is ever wasted. - Aesop ”





Tricia Price, Marketing Product Manager - Retail



The Retail Sales and Marketing department is excited to welcome **Account Manager Tony Landino** to the team! Tony brings 30 years of experience calling on big box retailers for PPG, and has specific knowledge and expertise working with The Home Depot. Tony will be focusing on several retail national accounts such as Menards, Fred Meyer and The Home Depot.

The Retail team continues to focus on innovation in our product line, innovation in the marketing message and innovation in our sales approach. After **this season's successful launch of more than 200 new SKUs**, which included several designs the industry has never seen before, we are busy developing additional new SKUs for next year. These exciting original products will debut at the National Hardware Show, May 5-7 in Las Vegas - stay tuned for the unveiling in a future newsletter.

If you haven't already, please be sure to follow The HC Companies on Instagram. In a continued effort to keep the retail marketing message fresh and on-trend, the team has been working on updating this more retail focused, social platform targeting dealers and end consumers. This is a great place to see our products in action and find inspiration for your home and garden.



Craig Ruvere, Marketing Communications Manager

Updated Branding

We recently made some evolutionary changes to our logo - leveraging the recognizability of our "HC circle" in the marketplace.



Leader in
Horticultural
Containers

This change will be phased in as needed. Any questions on logo placement/usage, please let me know and I'll be happy to help.

Trade Show Season

Cultivate'20, our industry's most prominent trade show, is just around the corner! We have some exciting changes planned for our booth this year, further solidifying our place as the leader in horticultural containers. We're also excited that we'll be donating containers produced in our Sparks facility, which will be co-branded with AmericanHort, for lifestyle displays featured around the

hotel lobby, main hallways and conversation areas, as well as on the show floor itself.

Keeping our brand at the forefront

We're continuing our efforts to build brand equity in the market by utilizing a combination of both print and digital advertising. We run consistent ads in *GrowerTalks*, *GreenhouseCanada* and *Grow* (print and digital), and will be running dedicated e-newsletters in those publications several times this spring, as well as a monthly newsletter sponsored by AmericanHort. We're also seeing success with LinkedIn and Google advertising, strong results from our website marketing and increased organic growth from our own monthly e-newsletter.

NEW Fiber Website - STAY TUNED!

By the time our next newsletter publishes, our new **Sustainable Fiber Solutions website** will be up and running. This "micro-site" will cater to the B2B market for protective packaging, consumer products and more.



Suggestions, comments or questions?

Contact Becky at 330.487.3749



Accounting & Finance

Bruno Ferrante, VP Corporate Controller

Many of you might not be aware that we have a group of accounting professionals residing in our Sparks, Nevada location. Therefore, we'd like to take this opportunity to introduce you to our accounting team out west.

The Sparks accounting team includes the following individuals who manage all the financial matters for both the Sparks, NV and Sebring, FL locations.

Jessica Treece

Jessica has been our cost analyst since February of 2016. For the last four years, Jessica has processed accounts payables for the Sparks and Sebring locations. In addition, she reviews and manages all the bill of materials (BOMs) for the Sparks plant. She helps to review plant spending levels and supervises the weekly inventory cycle count program as well. Jessica also assists with the Sebring plant's weekly forecasting and month-end financial review. With a BA degree in IT, she has been an invaluable resource when it comes to questions regarding IT issues out at the Sparks plant.



Heather Kutzer

Heather joined the accounting team in April of 2019 as a data entry clerk. She transferred to the accounting team from the printing department where she has worked for the last six years. Heather manages the entire accounts payable electronic filing system for both the Sparks and Sebring locations. Additionally, Heather collects manufacturing data for various departments in order to track production performance and reconcile inventory on a weekly basis. Heather is also a member of the Sparks Safety Team.



Silvija Sumauskiene

Silvija is the Site Controller for the Sparks and Sebring locations. She has been with The HC Companies for six years. Silvija supervises all financial transactions for both manufacturing plants including accounts payables, inventory control, costing, forecasting, budgeting and month-end accounting close. She is also one of the lead members of our Sparks Safety Team.



This group of western accounting professionals are key members of HC's accounting team. They all have a Commitment to Excellence and a true Can-Do attitude.



Suggestions, comments or questions?
Contact Becky at 330.487.3749

Welcome Spring

Spring comes early this year!
Thursday, March 19, 2020

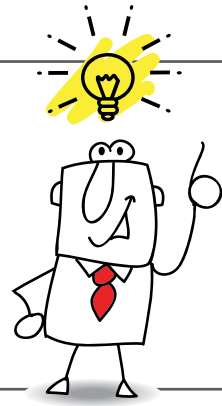
FOLLOW US

Follow us on LinkedIn, Facebook,
Twitter and Instagram for
information and inspiration.



Have an **idea** for our newsletter?

Tell your Manager, Supervisor or HR Representative.



Suggestions, comments or questions?
Contact Becky at 330.487.3749