



# Dive into December

## Company Goals for 2018

As Awaken, we value team bonding and relationships. With that, we schedule team meetings depending on objective, Bi-weekly department meetings , and firm meetings every-so-often to celebrate success and ideas that assist our push forward. Newly explained, our firm had made great revenue during our Southern Regions Trade show in Tennessee; going into our Great Lakes Trade Show we expect to make even more profit, grow as a more popular firm, and Awaken aims at the list of top ten firm commercials of the 2017-18 school year to be in the top 10 firms for our well put together commercial. Aside from direct currency goals, Awaken also wishes to be a pioneering firm in the social and mass media portion of VEI by adding Instagram, Snapchat, Twitter, etc. Our plan is to continue expanding our outreach and find new social media platforms to reach customers from across all surfaces.

## 2017 Highlights

At the start of the fiscal period, we rebranded our company and changed our product line. During the middle of November, seven employees traveled to Pigeon Forge, Tennessee to participate in the Tennessee Trade Show. At the trade show, we profited a total of \$176,772.40. Our employees also came home with many give away products and new company connections. At the beginning of December, our chiefs traveled to NIU to compete in the Business Plan Competition. Although they did not come home with a win, we gained a lot of incite on how we can improve our business plan and our company as a whole. We are currently re-doing our product line. While we are keeping many of our top products, we are also bringing in a variety of new ones that will hopefully bring in new costumers.

### Inside this issue

- Best Selling Product ..... 2
- Tennessee Trade Show ..... 2
- Trade show Special ..... 2
- Holiday Party ..... 3
- Great Lakes Trade Show..... 3
- Employee of the Month ..... 4
- In the workplace..... 4
- Accounting/Human Resources4
- Marketing/Sales ..... 5
- Important Dates ..... 6
- Awaken Mission Statement .. 6
- Awaken Contact Information . 6



## Best Selling Product

During the last few months, our best selling product was the Yeti Rambler, priced at \$35.00. Due to the low price, we had a lot of sales of this product. We recently got rid of the Yeti Rambler and replaced with the Yeti Cooler. We priced the Yeti Cooler at \$300.00. We believe that by replacing this low priced item with a more expensive priced item, we will make greater profit in the end.

After the removal of our Yeti Rambler, our lowest priced item is the Petzl Corax Climbing Kit. This kit contains a harness, locking carabineer, belay device, chalk bag, and chalk. In the past few months, we have sold a total of 9 climbing kits. This is also one of our best selling products, and we hope to continue that.

*“Life is either a daring adventure or nothing”*

## Trade Show Special

At the Tennessee Trade show in November, our theme was winter. We offered sled dogs as our main product. We designed our booth around the idea of snow, sled dogs, and outside adventure.



## Tennessee Trade Show

Tuesday, November 21st Awaken had our first trade show this year. From Chicago, we had a small turn out of 7 firm members including CEO Zach James; but with great team effort we made the Trade Show very successful. The main product focus was our Sled Dog rentals. Marketing spent a lot of time researching and advertising to make sure customers make the risky purchase. We had one week rentals and two day rentals; it went over very well with the customer and we may even see the Sled Dogs back in the near future. As much as a great way to make money, the Trade Show tested our team on deadlines, team bonding, and our creativity. The team is pushing even more to advertise a new product line, and participate in more competitions to build comfortability with putting our firm out on the VEI map. Trade shows are the perfect way to build customer loyalty and really convey creative ideas of marketing. We hope to see the entire Awaken Firm out there at the Great Lakes Trade Show and make a really big **SPLASH!**



## Holiday Party

On December 22, Awakens Human Resource department threw a Holiday Party to celebrate all the upcoming holidays and celebrate the great year we have had so far. We celebrated with a wide variety of breakfast snacks and played many different games. We had a great time these past few months working together, and look forward to the coming year.

## Great Lakes Trade Show

At our upcoming Great Lakes Trade Show, our theme is water. We are having a spring special on a variety of water products and experiences such as Swimming with Dolphins, Blobbing, and Zorbing. We are also selling a Rusty Twin fin Surfboard, a One day Shark Cage Diving Tour, a White Water Rafting package, and a Kayaking package. For our customers that may not be attracted to water sports we are offering an out of the water experience. We are selling a Paintball package which we think will be a high seller due to it's originality. Our last product, for those that lock to be outdoors with a little less thrill is a Bass Fishing package. We are selling products that appeal to a wide range of customers and thrill levels. This upcoming trade show is a great opportunity for our employees to experience a real trade show environment and gain new skills related to customer relations, buying, and selling. We are planning to have an extreme time at our upcoming trade show reel in some new customers!



## What's going on in the workplace?

### Employees of the Month

Congratulations to Dillon Leahy and Jake Gruber for being named Awakens December Employees of the Month. Dillon and Jake have done a great job creating the sales catalog and logging sales. Thank you Dillon and Jake for all your hard work!



### Accounting

Awakens accounting department provides excellent services and financial support to the firm. The department records accounts payable and receivable, inventory, payroll, fixed assets and all other financial elements. The department's accountants review the records of each department to determine the company's financial position and any changes required to run our organization cost effectively. The accounts payable section of an accounting department records goods and services that it receives and the payments it owes. We also have specific employees entering transactions to convert them to cash receipts. The payroll function of an accounting department ensures that the organization pays its employees accurately, including bonuses, commissions and benefits. The department monitors employees' time off, vacation and sick days. Here at Awaken our accountants are also working on employee 401(k) plans. A 401(k) is a retirement savings plan sponsored by an employer.

### Human Resources

Awakens Human Resources department has been working very hard to bring our firm closer together and help the other departments run smoothly by stepping in when they need help. They have done a great job by designing our Thanksgiving and Christmas bulletin boards. They have recently completed the Awaken Employee Manual and our new commercial, which will be sent to the Great Lakes Trade show. They also have done a great job planning our company parties and team building activities. Alongside marketing, HR has been creating a newsletter which will communicate information about the company such as our goals and overview of the 2017 year. The newsletter also provides information about upcoming events, our recent sales, and contact information.

## Marketing

Prior to the Tennessee Trade Show, marketing planned and organized the materials that needed to be brought to the trade show and designed the booth. They created a sled dog impact marketing design and designed the booth around our winter theme. Recently, marketing has been working on trade show materials for the upcoming Great Lakes Trade show in February. They have recently completed the impact marketing materials, our upcoming newsletter, and have come up with the theme for our trade show booth (spring theme to go with the water products we are selling). They are also continuing to innovate the Awaken website to attract more potential customers. A small team of marketing employees are currently working on creating and organizing the Marketing Plan presentation to present at the trade show.



*“Only those who risk going too far can possible find out how far they can go.”  
-T.S. Eliot*

## Sales

Our Sales & Purchasing department differs from many organizations as they have the style and similar work of Accounting and Marketing. They work side by side both departments to deliver the best service possible. Sales are required to keep track of the money we make, the best sellers, how the market is running, and they help brand specific items and come up with packages for trade shows. From numbers, to great selling techniques, our Sales & Purchasing team is one of a kind and the best in the VEI World. Currently the department is working on the Great Lakes Trade Show, product line, and ways to appeal to customers. As well as they are providing sales material to really advertise our product. They work closely with accounting to make sure we can have affordable prices but still find ways to make our profit.



## Awaken

Awaken aims to bring the ultimate experience to people that want to live an active and extreme life-style. We strive to bring excellence to all of our products and customers so they can awaken their wild side.

## **Important Events and Dates**

### February

- Great Lakes Trade Show

### March

- Professional Development

### April

- Online Trade Show

### May

- Annual Report
- Bring Your Parents to Work Day

## Awaken Contact Information

St. Charles North High School  
255 Red Gate Road  
St. Charles. IL 60175

Phone: (331) 228-6214  
E-mail: [awaken.il@veinternational.org](mailto:awaken.il@veinternational.org)

