

SPOONIVERSE

— THE SPOON COMPANY NEWSLETTER —

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Introduce • Promote • Create • Experience • Extend

Summer 2024

Celebrating 25 Years of SPOON Events A Journey of Success and Growth

HERB BESAW + ORRIE CAPONE

As we celebrate 25 years of SPOON Events, it's time to reflect on our journey, celebrate our milestones, and look forward to an even brighter future. This incredible milestone wouldn't have been possible without the hard work, dedication, and passion of each one of you and SPOONers that came before to exceed customer expectations with best-in-class service and events.

SPOON Events was born from a simple yet powerful vision: to create unforgettable experiences that bring people together and deliver unparalleled customer service. With just a handful of employees, a small office, pizza and beer, it was here that our core values of creativity, excellence, and customer focus were established.

Our journey over the past 25 years has been driven by the incredible people who make up the SPOON Events family. Each member of our team has played a crucial role in our success. Your creativity, dedication, and unwavering commitment are the bedrock of our achievements.

As we celebrate this silver anniversary, we are more excited than ever about the future. The events industry is continuously evolving, and we are ready to embrace new trends and technologies. Our goal remains the same: to create extraordinary experiences and exceed customer expectations that leave a lasting impact.

To all SPOONers, past and present, thank you for your hard work and dedication. To our clients, thank you for trusting us as a critical events partner. To our suppliers and supporters, thank you for being part of our journey.

Here's to the next 25 years of innovation, growth, and unforgettable events!

Department Details



Engineering
JAMIE MOLNAR

As we all know since our last newsletter, we have brought on (2) new Engineers. Reece joined in mid-October & Ken right after the first of the year. It's been a good learning proceed for both guys. Reece was recently out of school with an engineering tech degree from MCC and Ken was in several other different design industries before joining SPOON.

They are still learning day to day, as we know this business has it own type of challenges which make the job interesting. They are both to the point where they are taking on their own larger projects and I and our project managers are always there to guide and help with their needs.

As we enter our Summertime projects, we as a department are still at a steady hum. Reece has been busy with the Nikon SLM & Carbon booths for the upcoming Rapid TCT Show . Ken just finished up the new booth for Elevon at HITEC and is engrossed in the OMEGA IMTS booth for this coming Fall. I have been working on the Rochester Regional Healthcare projects for the Rochester International Jazz Fest and the Lift One Innovation Center to be built at our Clients Atlanta office.

Sales/Events/AM
ORRIE CAPONE



2024 has brought not only the celebration of 25 Years of Successful Years of SPOON Events, but it also a growth in all areas at SPOON. The first half of 2024 has marked a significant period of success for businesses across all SPOON's lines of business. It brought in many new clients, like Trimble and Pine Rock, while maintaining and growing all of our existing clients.

SPOON Events, our event planning group, has experienced a dynamic uptick in projects and program activities with the on-boarding of Boomi and Airtable, as significant SPOON Events clients.

The first half of 2024 has been a period of great sales success, and the second half promises continued growth. The second half of 2024 is starting off with a major new booth build, currently in the SPOON/NY Shop for Fujirebio, a 20-year SPOON client, proof of our strong customer relationships and partnerships.

By focusing on Customer Services, Creativity, Quality and Responsiveness, SPOON is well-positioned to maintain our upward trajectory and achieve and surpass all previous years success.

TECH TALK with BILL MILLER
July 16th / 1:00 - 2:00

Join Bill for the next Tech Talk on Tuesday, July 16th from 1:00 - 2:00 in the Ontario Conference Room. During this talk he will be covering virtual and augmented reality and how to incorporate new advancements and ideas into events and exhibits.



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Inside the Walls of SPOON

SPOON New Employees

- Rachel McHugh** - Corporate Event Planner, PT, Remote Initially and Hybrid in Fall, Macedon
- Alex Gantt** - Warehouse Team Leader, Las Vegas
- Ken Empey** - Design Engineer, Macedon
- Bob Podgers** - Project Manager, Macedon
- Bill Miller** - Account Specialist, Remote from Alabama
- MaryAnne Lockwood** - Junior Accountant, Macedon
- Lisa Goolsby** - Customer Service Coordinator, Macedon
- Justin Blue** - Graphic Designer, Macedon

Important Dates

- SPOON July Employee Lunch July 10th in Breakroom, Noon
- SPOON Townhall: July 10th 1 -2 pm Ontario Conference Room, Macedon/Virtual
- SPOON Summer Picnic: August 14th 1- 4 pm, Ginegaw Park (Brand New Pavilion)
- SPOON Tech Talk with Bill Miller: July 16th at 1pm EST in the Ontario Conference Room and Virtual: The topic will be Virtual and Augmented Reality

Status Change

- Joseph Talarico Has now gone FT as Show Service Coordinator after being PT for many years
- Kacey Kiley Has decreased hours to PT as Event Planner starting Jun 3.
- Thomas Schneider is now Operations Division Manager for Las Vegas in addition to his Project Manager role.

JUNE	JULY	AUGUST	SEPTEMBER
4 Ashley Gray Birthday 🎂	1 Karen Pensgen Birthday 🎂	25 Alexa Sarkis 10th Anniversary 🏆	1 Mark Burns 21st Anniversary 🏆
7 Jason Shanley Birthday 🎂	6 Jason Shanley 9th Anniversary 🏆	29 Patrick McGarvey 2nd Anniversary 🏆	14 Heather Haddad Birthday 🎂
10 Patrick McGarvey Birthday 🎂	7 Lisa Goolsby Birthday 🎂		18 Bill Miller 1st Anniversary 🏆
10 Michael Ramos Birthday 🎂	8 Orrie Capone 24th Anniversary 🏆		19 Donna Besaw 2nd Anniversary 🏆
11 Herb Besaw Birthday 🎂	13 Jamie Molnar Birthday 🎂		25 Ashley Gray 1st Anniversary 🏆
15 Scott Garrison Birthday 🎂	22 Thomas Schneider Birthday 🎂		26 Ted Beavers 6th Anniversary 🏆
20 Mary Anne Lockwood Birthday 🎂	27 Reece Forward Birthday 🎂		27 Donna Besaw Birthday 🎂



In May, SPOON delivered three huge events in the same week.

For 15 years, the SPOON Events team has managed the Hughes' User Group (HUG) Conference. This year the HUG Conference was held in Leesburg, VA. Hughes invited customers, partners, and staff to participate in several workshops, roundtables, and networking activities. Some highlights included an outing to the Air & Space museum, a dinner reception at the Stone Tower Winery, and a tour of Hughes' new manufacturing facility in

Germantown, MD. We'd like to thank all the SPOONers who contributed on this project. It takes a year to plan such a complex event, and we appreciate your support designing, building and shipping everything to ensure a successful event.

The Events team is excited to be working with a new client this year, Boomi. The relationship kicked off with SPOON managing two simultaneous events in Denver, Colorado. After their Boomi World conference, Boomi hosted VIPs to their hospitality suite at Coors Field. Before the

Colorado Rockies and San Francisco Giants game, guests enjoyed a meet & greet with former MLB player Vinny Castilla. Around the corner from Coors Field, Boomi also welcomed 200 guests for networking happy hour at the Curtis Hotel. Highlights included a DJ, 360 Photos booth, signature drinks and grazing stations. SPOON will be managing several additional events this summer for Boomi, including a hospitality suite at the Grand Prix of Monterey and a golfing experience with PGA pro Nick Taylor.

SPOONER Spotlight – Ashley Gray

WHAT IS YOUR ROLE AT SPOON?

Account Manager.

WHAT WAS YOUR FIRST JOB?

My first job was at Bruster's Ice Cream shop in Henrietta.

WHO IS YOUR FAVORITE TEAM?

Philadelphia Eagles.

HAVE YOU MET ANY CELEBRITIES?

Lil Wayne, Von Miller, BAS?

WHO IS AT THE TOP OF YOUR CONCERT BUCKET LIST?

Adele.

WHAT SHOW ARE YOU CURRENTLY BINGE-WATCHING?

Young Sheldon & The new Bridgerton season.

WHAT'S ONE THING YOU'RE REALLY GOOD AT?

Making travel itineraries.

WHAT'S THE BEST PLACE YOU'VE TRAVELED TO?

California.

WHAT THREE ITEMS WOULD YOU TAKE WITH YOU TO A DESERTED ISLAND?

A life straw, a knife and a backpack.

IF YOU CAN EAT ONLY ONE FOOD WHAT IS IT?

Bread.

ANYTHING ELSE INTERESTING THAT YOU WOULD LIKE PEOPLE TO KNOW ABOUT YOU?

I enjoy interior decorating and cooking in my free time.

TALENTS?

I am really good at decorating lol. I have a knack for over the top Christmas tree displays.

WHAT'S THE LAST GOOD BOOK YOU READ?

Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones.



IF YOU COULD HAVE ANY SUPERPOWER WHAT WOULD IT BE AND WHY?

Teleportation. You could instantly travel anywhere in the world, saving time and resources. Imagine never having to deal with traffic, long commutes, or flight delays.



WHICH HISTORICAL FIGURE WOULD YOU MOST LIKE TO MEET?

Eleanor Lambert. She is considered a pioneer in public relations and is often credited with transforming the fashion industry into a major public spectacle. She played a crucial role in shaping the way events in the fashion world are presented and perceived, effectively making her an influential figure in the event industry. She organized the first New York Fashion Week in 1943, originally known as "Press Week." This event was created to draw attention to American designers during World War II when travel to Paris was impossible.



FAVORITE MEMORY:

My grandma making me peanut butter sandwiches after school and we would sit down to watch her taped "soaps". Somehow it always turned into laughing about my mom and when my mom came to pick me up she thought we were nothing but trouble together because we were all jokes.