

SPOONNIVERSE

— THE SPOON COMPANY NEWSLETTER —

The Evolution of SPOON

DONNA BESAW

Formerly SPOON Exhibits and Events, now proudly operating as SPOON Events, we are thrilled by the exciting changes happening at SPOON. This rebranding marks a significant milestone for us, as we continue to evolve and refine our identity in the dynamic world of exhibits and events. We are not just altering our name; we are reaffirming our commitment to delivering exceptional service and experiences while setting new standards in the industry.

One of the key elements of this rebranding journey is the implementation of unifying stylistic decisions that resonate with our core values. A small but significant part of this journey was the decision to standardize our email signatures across the organization. These signatures now provide a visual representation of our dedication to innovation, collaboration, and excellence. This transformation, as well as others in the works, hold profound significance for SPOON. They symbolize our determination to evolve while staying true to our core principles. This evolution not only reflects our growth as a company but also mirrors the growth that our clients and partners can expect to experience when they choose to collaborate with us.

We are excited to embark on this revitalized journey as SPOON Events and look forward to continually exceeding expectations and crafting exceptional exhibit and event experiences together. As we go into our busy season, we appreciate everyone's hard work and continued dedication to SPOON!

Inside the Walls of SPOON

Important Dates

NY Team Building, September 22nd at 3pm EST
Town Hall, Wednesday, November 15th at 1pm EST
NY Holiday Party, December 1st at Joey's Pasta House
LV Holiday Party, December 8th at Cosmo Buffet

SPOON Staff Changes

We are thrilled to have a new Senior Exhibit Designer join SPOON. Rodrigo Saa is an experienced designer, an exhibit industry veteran, and will be maintaining a hybrid work environment at the Las Vegas office.

Peter Van Demark has returned to his role in a part-time capacity until the end of September when he will be joining us full-time. We are glad to have Peter back with our Engineering team and the rest of us at the Macedon office.

We would like to welcome Kacey Kiley back to the Macedon office on September 5th. She will be splitting her time between events and show services. Welcome back Kacey!

In other news, Josh Durant has worked with us to transition to a full-time remote position.

SPOON Updates

SPOON is currently in the process of increasing our show and client prospecting efforts. To this end, please make sure that you have all switched your Outlook signatures to the new SPOON Signature. Chris Philson has sent out everyone's custom signature as well as instructions via email, but please contact Dillon Gleason if you experience any issues.

As we approach a busy fall season, we would like to reiterate our appreciation for the great work that you all provide SPOON. Please reach out to Donna if there is anything that you need.

Safety Committee

Our new safety committee will be meeting quarterly. Led by Darran Achter, this committee will consist of Thomas Schneider (our new LV Safety Officer), Darran (our new Macedon Safety Officer), Melissa Colvin, and Donna Besaw.

If you have a safety concern or immediate safety needs, please contact your Safety Officer.

Department Details

SPOON Las Vegas

THOMAS SCHNEIDER

ePac(SuperZoo) was packed, loaded, and set-up without a hitch. Meanwhile, the guys in the warehouse were, and are currently, cracking along building Verkada's booth for Blackhat in addition to juggling other random jobs we have coming through. We have made some progress clearing a couple of isles (Thanks Robert!). Much to be done, but progress has been made! Sheana and Rodrigo are staying on top SPOON's graphic and design needs, and I will spare taking pics of them for now! The crew here is hungry and trying to get prepared for the busy season.

Client Success

HEATHER HADDAD

On July 17th, SPOON hosted Topcon at our Macedon office for two days. The Topcon team was able to be introduced to almost everyone and met with several SPOON NY employees, which they enjoyed immensely. After meeting with everyone from Topcon, we learned a great deal about their wants and needs. They need someone on-site at their major shows to help with managing their Japanese Executive team and other event activities. Not only do they want a new modular, hanging sign, but they also want the Videri tile application. They want SPOON Express to take on a larger role in managing their inventory. This includes literature production, onboarding kits, and field marketing support items. All these items will bring in additional revenue, so this meeting was not just a success from a relationship point of view, it was also majorly beneficial for SPOON's growth! Thank you all so much for what you did to represent SPOON and make the Topcon team feel welcome!

Finance



TREVOR WILKES

The ERP Team is full steam ahead on the implementation of NetSuite. After many intensely productive meetings between the SPOON staff and our lifelines at NetSuite, the Sales and CRM functionalities are now up and running. The SPOON Sales team is now beginning to learn how to utilize this platform to develop their new business initiatives. With the SPOON Process as our guide, we are actively working through the implementation of Estimating, Quoting, Purchasing, Statement of Work generation, etc. into our ERP system. This means that we have started developing functionality aimed to address and simplify these processes. This will codify the SPOON Process, prevent confusion, and make things easier in the long run. Our team is looking forward to start training and sharing more information in the coming weeks. As we approach our Launch Date of 11/1/2023, please reach out if you have any questions, concerns, or comments.









JULY

- 1 Karen Pensgen Birthday 
- 6 Emily Lanich Birthday 
- 6 Jason Shanley 8 Year Anniversary 
- 8 Orrie Capone 23 Year Anniversary 
- 13 Jamie Molnar Birthday 
- 22 Thomas Schneider Birthday 

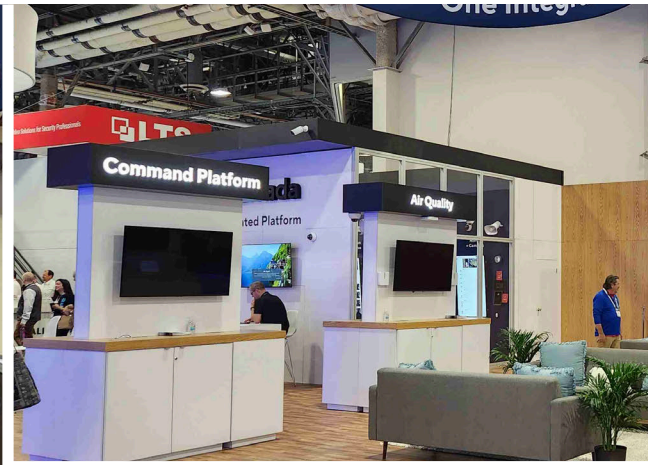
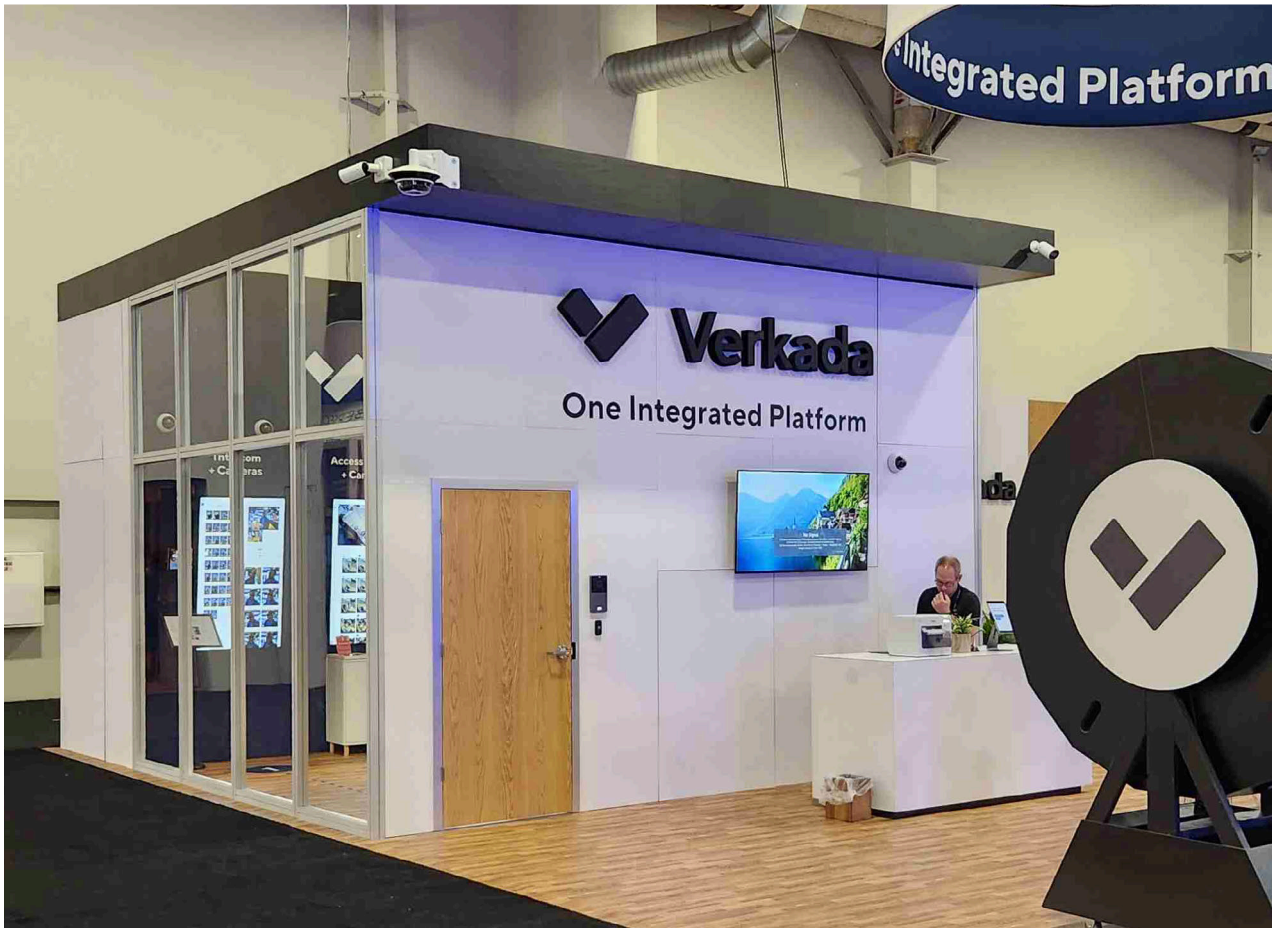
AUGUST

- 25 Alexa Sarkis 9 Year Anniversary 
- 29 Patrick McGarvey 1 Year Anniversary 

SEPTEMBER

- 1 Dillon Gleason Birthday 
- 5 Mark Burns 20th Anniversary 
- 5 Robert Lopez 4 Year Anniversary 
- 14 Heather Haddad Birthday 
- 19 Donna Besaw 1 Year Anniversary 
- 26 Ted Beavers 5 Year Anniversary 
- 27 Donna Besaw Birthday 
- 30 Robert Lopez Birthday 

Client Spotlight – Verkada



KATHY ACHTER

Verkada had a very busy SPOON Express show schedule in July with almost double their usual amount of SPOON Express events / orders. With the bulk of Verkada's AV and SPOON Express product inventory out in the field in July and early August, we found ourselves needing to come up with creative solutions on the fly to keep all of their show needs addressed.

We were transshipping SE orders two and, sometimes, three times from show to show! Additionally, we substituted giveaways that were all out in the field with alternatives that were still on hand. Add to that a constant flow of replenishment of new giveaways and products delivering & needing to be checked in and added to inventory. Patrick, Josh, and Tim

were ROCKSTARS and handled the ever-changing flow seamlessly.

We are on pace to have about the same total number of SPOON Express orders for Verkada in 2023 as we did in 2022 Post-Covid. Which is more than double from the number of orders we did in both 2020 and 2021. Great work SPOON!

SPOONER Spotlight



ROLE AT SPOON:

SPOON LV Shop Foreman. I try my best to keep production going. My role can be the information highway, material ordering, custom build production, rental handling, and administrative work.

TALENTS / HOBBIES:

My talents and interests are synonymous. I've done a lot of things. I've been interested in the arts for as long as I can remember. Paintings, sculptures, pen and pencil, wood art, many different mediums. I also play music and sing. I've been a guitar player for almost 40-years. Within the last decade or so, I've had one of my songs go #1 on a Reggae station in Hawaii, won a Hawaiian music award, voted best live band in Vegas, and I currently write and record songs at home playing every instrument. I've also won a competition for a coin design, continue to do coin designs, and I'm gearing up to do metal casting in the near future with my designs.



WHAT SPORTS DO YOU LIKE:

I'm a football fan. I've been a Rams fan since 1973. I'm also a fan of wrestling. I grew up wrestling starting when I was 5 years old, and eventually won two California State Championships. That sport has stuck with me throughout my life. It's how I learned a work ethic and goal setting early on.

FIRST JOB:

My first job that I can remember was working at my uncle's car wash. I probably made \$6/hr. I liked it though. It kind of felt like being in the old 70s movie. People goofing off and washing cars.

WHAT SKILL ARE YOU IMPROVING:

My computer skills are lacking. I'd like to be further knowledgeable there. I recently got a drawing tablet for Photoshop work, and that is a definite learning curve.

WHAT ARE YOU REALLY GOOD AT?:

I'm the best at my woodwork. It's what keeps me alive. I take it more seriously than my hobbies and get obsessive about precision and accuracy. I treat it as an art as well. I've never been formally trained in any arts, but in this area, I went to college and learned from some of the best woodworkers I can think of. I challenge myself more, and try my hardest to succeed at those challenges. When you put the two together, my wood art is the most fun and satisfying.

