

# SPOONIVERSE

— THE SPOON COMPANY NEWSLETTER —



## 2023 Year in Review

### ORRIE CAPONE

Each year, the Greater Rochester Chamber of Commerce compiles a list of the Top 100 Fastest-Growing Businesses. This year, SPOON earned its highest placing on this list to date. At the number 19 spot out of the over 200 applicants, we were recognized for our commitment and adherence to our principles of quality, creativity, and excellence.

Event Marketer's Fab 50 is a list of the top 50 fabricators in the trade show and event industry in the country. SPOON earned a spot on this exclusive list for the eighth time this year. This is one of the highest recognition honors in our industry, and we should all be proud that our work and service to our customers is recognized by the industry as "Best in Class".

The recognition we have earned improves SPOON's reputation and facilitates our growth. The strength of our relationships with our clients in addition to the dedication and talent of our staff continues to allow SPOON to not only succeed, but prosper in the competitive industry of trade shows and events. Thank you all for all our contributions and hard work to make SPOON the great company it is.

## Inside the Walls of SPOON

### Important Dates

NY Holiday Party, December 1st at Joey's Pasta House  
LV Holiday Party, December 8th at Cosmo Buffet

### SPOON Updates

SPOON is doing a Holiday Food Drive to support the local food pantry. There are decorated boxes in the Macedon breakroom until 12/15. If you would like to donate a canned or nonperishable food item, please do so. SPOON values supporting the local community.

NY and LV will hold a Holiday Potluck Lunch on 12/21. Please sign up in the breakroom.

### SPOON New Employees

Ashley Gray – Account Manager, Macedon  
Matt Donegan – Account Manager, Macedon  
Reece Forward – CAD Designer, Macedon  
Kyle Nicoletta – Cabinet Maker, Macedon  
Brandon Hawkins – Cabinet Maker, Macedon

### Decoration Contest

Get into the holiday season and decorate your workspace to enter to win a prize. Prize will be decided by HB and Donna, and will be announced on 12/21 at the Holiday Potluck Lunch. Send Donna photos / videos of your workspace by 12/17.

### OCTOBER

- 24 Michael Ramos 1 Year Anniversary 🏆
- 29 Greig Pensgen 22nd Anniversary 🏆

### NOVEMBER

- 6 Thomas Schneider 1 Year Anniversary 🏆
- 7 Joe Talarico 18th Anniversary 🏆
- 9 Mark Burns Birthday 🎂
- 12 Chris Philson Birthday 🎂
- 21 Sheana Collier 1 Year Anniversary 🏆
- 26 Christine White 22nd Anniversary 🏆
- 26 Jon Balch Birthday 🎂

### DECEMBER

- 4 George Hoh 23rd Anniversary 🏆
- 5 Karen Pensgen 17th Anniversary 🏆
- 5 Brian Kelly Birthday 🎂
- 6 Heather Haddad 19th Anniversary 🏆
- 12 Ted Beavers Birthday 🎂
- 14 Josh Durant Birthday 🎂
- 20 Orrie Capone Birthday 🎂
- 22 Bill Miller Birthday 🎂
- 28 Tim Frank Birthday 🎂

## Department Details

### SPOON Express

TIM FRANK

With SPOON Express, we continue to make changes in the department that will make picking orders more efficient and accurate. Double-checking each order, taking pictures, and more are just a few of the ways that we ensure that orders are being sent out to the show correctly. From receiving the order, fulfilling the order, and organizing inventory upon return shipment, SPOON Express continues to learn and expedite our processes to ensure customer satisfaction.

### Show Services

CHRISTINE WHITE

The months of September and October were very busy for Show Services. With two, large projects that were sold close to the dates of the actual show, we had to find alternative vendors, be flexible on items, and coordinate service orders and meetings with vendors with only days before move-in. We stepped in and stepped up to help get multiple projects out the door on time and under budget. This was accomplished by sharing the workload and communicating needs with other departments. While staying on top of due dates for upcoming, sold projects, we are aiming to catch up on internal paperwork for our records.

### Sales & Marketing

ORRIE CAPONE

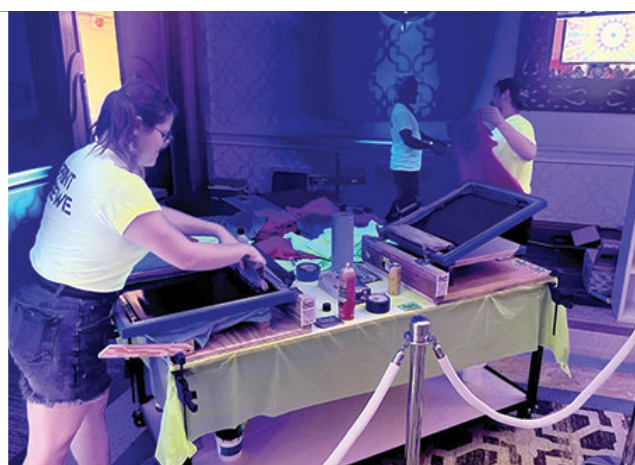
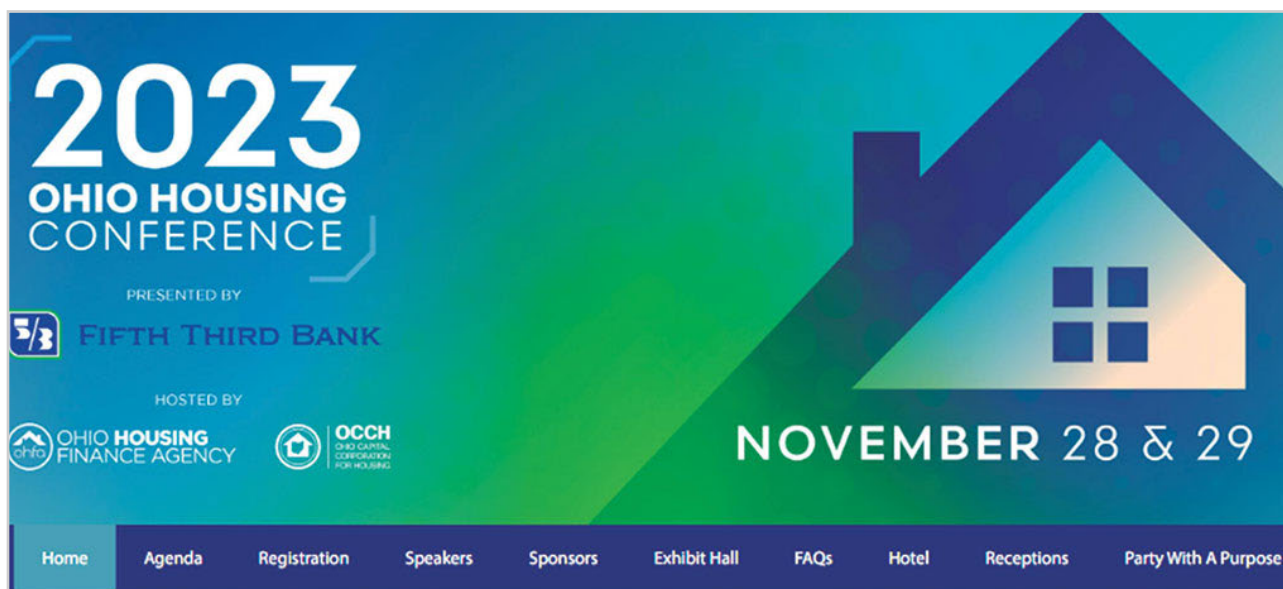
As SPOON continues to grow, so too does our marketing efforts. With events like the CooperVision Bright Party and international shows like Formnext 2023, SPOON solidifies its place as a turnkey solution for any challenge that our clients might have. Over the past 18 months, SPOON has grown considerably. This growth includes new staff, expanded capabilities, and updated branding. As a result of this growth, we have assembled a Sales Team to better meet the needs of our clients, build on existing relationships, and forge new ones. Consisting of Orrie Capone, Donna Besaw, Jason Shanley, Heather Haddad, and Bill Miller, this team's mission is to convert prospects into finalized sales. With the assistance of the Graphic Design department, SPOON will be launching new initiatives and campaigns to compliment the work of the Sales Team on their mission to expand our network and capabilities. 2023 is ending well, and 2024 is starting even better!

### Graphics

DILLON GLEASON

The SPOON Graphics Department has been as busy as ever. Between client projects and internal brand initiatives, we have our pick of projects on which to work. Working with Orrie for marketing, we have many exciting projects that we hope will be successful and help out.

# Department Spotlight – Events



Home Agenda Registration Speakers Sponsors Exhibit Hall FAQs Hotel Receptions Party With A Purpose

## 2023 OHIO HOUSING CONFERENCE

### NOVEMBER 28 & 29, 2023

Registration for the 2023 Ohio Housing Conference will open in October with the conference running November 28 & 29, 2023.

Join the Ohio Housing Finance Agency and Ohio Capital Corporation for Housing at the annual Ohio Housing Conference. Network with hundreds of industry peers as you attend sessions and workshops focused on educating and inspiring you to continue your

KACEY KILEY + ALEXA SARKIS

Event management is more than just planning. The SPOON Events team focuses on creating branded and themed environments that captivate audiences and leave last impressions. This is achieved by coordinating schedule, overseeing logistics, and much more. The SPOON team ensures that events run smoothly - handling the details so clients can focus on creating meaningful connections. For the past five years, the Events team has helped manage Ohio Capital Corporation for Housing's (OCCH)

conference registration program using a web-based platform. We build registration websites and mobile apps for all of their conferences. We collaborate with the client to design the look and feel of the registration platforms, customize and review content, event emails, and graphics. Additionally, the Events team uploads agenda session details, speakers, and sponsors, manages presentation distribution, run polls and reports for meeting room and session planning purposes.

SPOON's Event Management services include: interactive activities (ie. customized apparel, giveaways, photobooths, catering), internal meetings, trainings, and celebrations, group dinner reservations and transportation, offsite outings (ie. golf tournaments, horseback riding, dinner cruise), permanent installations like customer demo rooms, online event registration and agenda planning, concierge services, and event communications pre-event and post event.

# SPOONER Spotlight – Orrie Capone

## WHAT WAS YOUR FIRST JOB:

Working in the family Italian Bakery business at 10 years old for \$2.00 a day delivering bread on a bread truck for 8 hours a day. First "Professional Job" for Eastman Kodak as a Photographer in the marketing department. Traveled approximately 250 days a year teaching photography at Photo Seminar, presenting a large format Kodak Travel show, and spending three months every summer in a National Park doing Photo Interpretive Programs for the National Park Service.

## WHAT SPORTS DO YOU LIKE:

Baseball, football, hockey, and soccer. Love baseball, it is a metaphor for life. The changing pace, unpredictability, no clock (until this year), strategy, winning, and losing. New York Yankees.

## BEST TRAVEL STORY:

HB might say Singapore, where he paid a palm reader to tell me I had a "Snake Problem", and I had to pay \$25 for a piece of aluminum foil to keep it away. However, my best travel story is hiking the Grand Canyon rim to rim.

## PERSONAL LIFE / FAMILY:

Married to Mary Barnes for 36 years, two children, John, a filmmaker in the Los Angeles area and daughter, Gina, who is in communications and loves life. John, and my daughter-in-law Giovanna, are proud parents to my grandson, Luca.

## FAVORITE MEMORY:

Too many. Probably the day my wife said she would marry me, and the days my son and daughter were born.

