



## NEWSLETTER

**February 2019, Vol 1**

### From Virtual to Reality

We bring you Midtown Customs, a business for students to have self-expression and self-identity



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*Midtown Customs at MLB for their mock interviews*

## About Us

Midtown Customs is a new firm started at the Business of Sports School. It aims to provide customizable apparel to students to create an identity. We specialize in athletic and club gear. Midtown Customs is a C Corporation because it allows us to be a limited liability company and reach a broader number of people to invest in our business. We plan to provide a unique identity to customers, great quality designs, have great customer service, and improve school culture.

## Our Mission

**Our ultimate goal is to provide a service to high school students that will allow them to cultivate a stronger sense of different cultures and backgrounds, to give students of all kinds something in common.**

## Departments

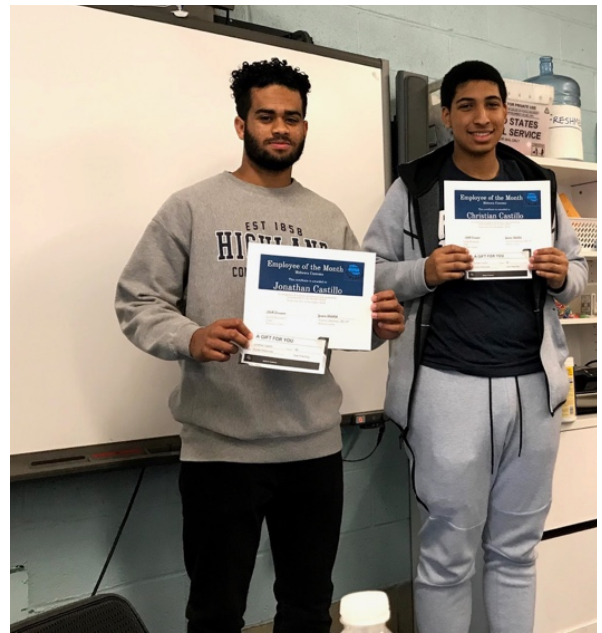
Midtown Customs is separated into 5 department and they all have an assigned VP; Design/IT, Human Resources, Accounting, Sales and Marketing, and Admin. We also have a CEO and a COO. Our team went over to Major League Baseball to conduct mock interviews for their positions. They also wrote an article about how impressed they were with us and their first time doing mock interviews.



Check us out @ "MLB Partners with Business of Sports School"

<https://www.mlb.com/news/mlb-partners-with-business-of-sports-school/c-295395932>

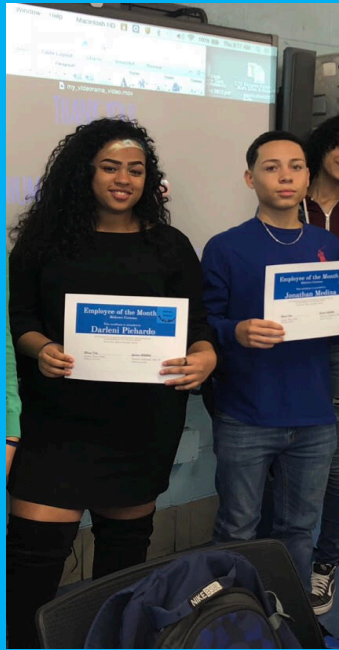
Being that Midtown customs is a new startup firm we needed a name. we brainstormed over and over to find the perfect name, until one day our design/it employee came up with the name "Midtown Customs" and the company fell in love with it.



**Christian Castillo, Design/ IT,  
employee of the month for  
November**

**"I think we should name  
ourselves Midtown  
Customs"– Christian  
Castillo Design/IT**





**Jonathan Medina, Accounting,  
Employee of the month of  
October**

**Darleni Pichardo, Design/IT VP,  
Employee of the month of  
October**

## Our Employee Shout Outs

Our employees of the month have done some extremely great work. Our Design/IT VP, Darleni Pichardo, designs the logos for our apparel and self-taught herself and her team Photoshop. **~KEEP UP THE GREAT WORK DARLENI!**

Jonathan Medina, VP of Accounting has conducted his team in a great manner and had the aspects of our business down pact. **THANK YOU JONATHAN!**

Christian Castillo, Design/IT also works tremendously on designing our products and our website to make sure that customers get the quality they deserve. **GREAT JOB CHRISTIAN!**

Jonathan Castillo, Sales and Marketing came up with an important aspect of our business, the slogan. **THANK YOU JONATHAN!** ~Uptown Heart, Downtown Spirit, Midtown Customs.

### **Chief Executive Officer**

Responsible for making managerial decisions

### **Chief Operating Officer**

Reports to CEO, Works closer to employees

### **Administration**

Administrative duties such as filling, typing, copying, binding, and scanning

### **Human resources**

Handles the Hiring, training of personnel, takes charge of office seminars and activities

### **Accounting**

Oversees all financial records, prepares asses, liability, and capital account entries

### **Sales and Marketing**

Promotion of business and drive sales of its product or service

### **Design/IT**

Oversees creative and branding tasks, creates designs for customers

## “Uptown Heart, Downtown Spirit, Midtown Customs” – Jonathan Castillo, Sales and Marketing



Employee of the month for November  
and creator of our slogan



On December 19<sup>th</sup>  
Midtown Customs  
participated in the  
Borough Division  
Championships at Mercy  
College with other V.E.  
firms and received  
honorable mention, and  
advanced to the next  
round.

~ This is the first time a V.E. firm  
at the Business of Sports  
School has been advanced to  
the City level competition.





## BNP PARIBAS

BNP Paribas (BNPP) is a French international banking group. It's the world's 8th largest bank by total assets, and currently operates with a presence in 77 countries. Their New York location mentors us with our business. They meet with us every week to give us feedback, see how we have grown and assist us in our next steps.



### Honorary Comment

“Midtown customs possess heart, innovation and passion. They are a promising business venture and know their clientele well.” - Kyle Zheng, BNPP Employee



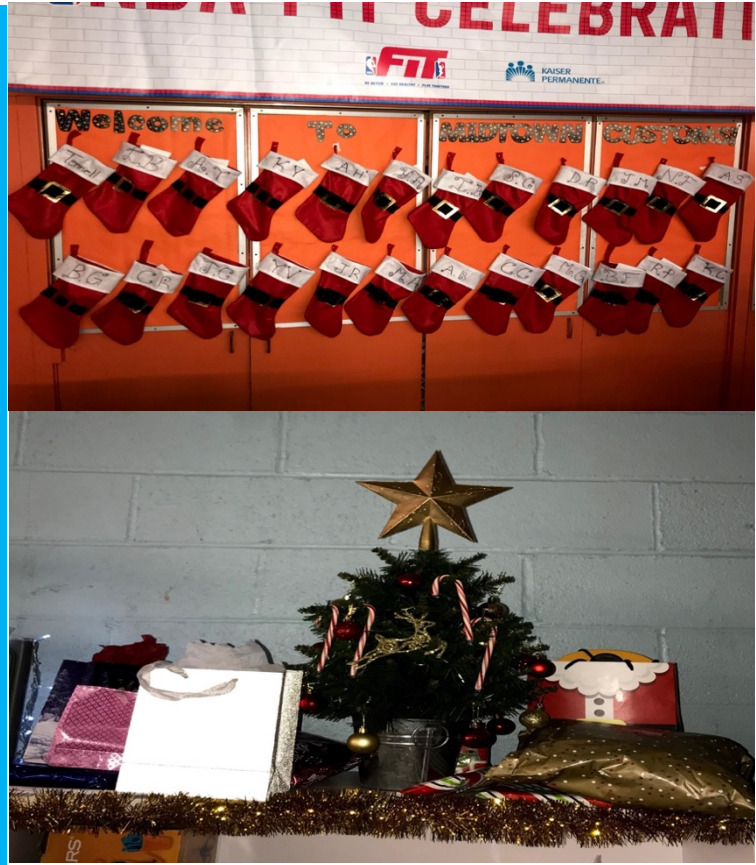
## Previous events

Ad Futures Competition October  
4<sup>th</sup> 2018

Professional Development (Proper  
dress and behavior) November  
20<sup>th</sup> 2018

Borough Division Competition  
December 19<sup>th</sup> 2018

Office Christmas Party December  
20<sup>th</sup> 2018



## Upcoming events

City Championship February  
15<sup>th</sup> 2019

Regional Trade Show March  
15<sup>th</sup> 2019

Catalog Due March 27<sup>th</sup> 2019

Basketball Tournament May  
2019



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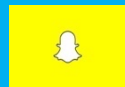
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