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COWBOY  
CRATE

NEWSLETTER

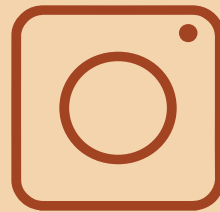
# Our Company

Our mission is “To bring awareness to the rich culture of Texas and to promote growth within our local community.”



Elyse Lebeau, VP of Marketing

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Our Employee of the Month for February is our VP of Marketing, Elyse Lebeau. She believes if you “work hard, you play hard”. This month she balanced two large tasks, her marketing plan presentation and designing the Trade Show Booth. Her countless hours and efforts were rewarded as the Sales Booth won their competition. We are very thankful for all her hard work this past month. Not only is Elyse thoroughly involved in her company but also her community. Some of her spare time outside the firm is spent volunteering at the Keller Community Store House and Mission Arlington.

# Texas Traditions

## February Events:

Newsletter Competition Open for VEI  
Video Commercial Competition Open for VEI  
Professional Development  
Tradeshow  
Techno-Expo  
Smart Goals



## Sizzlin' Tex Mex Fajitas

### Ingredients:

- 1/3 cup beef broth
- 1/4 cup lime juice
- 3 tablespoons olive oil, divided
- 4 garlic cloves, minced
- 2 teaspoons Worcestershire sauce
- 1 teaspoon salt
- 1 envelope savory herb with garlic soup mix, divided
- 1 teaspoon Dijon mustard
- 1/2 teaspoon pepper
- 1/2 teaspoon cayenne pepper
- 1/2 teaspoon liquid smoke, optional
- 2 pounds beef skirt steak, cut into 4- to 6-inch portions
- 2 large onions, sliced
- 1 medium green pepper, sliced
- 1 medium sweet yellow pepper, sliced
- 12 flour tortillas (8 inches)



Here at Cowboy Crate, tradition and heritage are part of what defines Texan culture. The decision to represent the state of Texas was simple, to bring native culture to our customers. Some of Texan traditions include High School Friday Night Football, the State Fair, iced cold sweet tea and good barbeque, the rodeo and stock show. Our company symbolizes southern style and small town charm all within a normal business.

### Directions:

Combine the broth, lime juice, 1 tablespoon oil, garlic, Worcestershire sauce, salt, 1 teaspoon soup mix, mustard, pepper, cayenne and liquid smoke if desired. Add the steaks; seal bag and turn to coat. Refrigerate for 8 hours or overnight. combine onions, green pepper, yellow pepper and remaining oil and soup mix. Drain beef and discard marinade. Grill steaks and vegetable packets, covered, over medium heat for 10-13 minutes or until meat reaches desired doneness and vegetables are tender, turning steaks once. Thinly slice steaks; place beef and vegetables on tortillas.



# Tradeshow

There were six different competitions during the Texas Regional Trade Show. There was the Business Plan, Human Resources, Marketing, Finance, Sales and the Trade Booth. Each team had weeks of preparation and practiced non stop. There was also a lot of preparation that went into building the booth. Prior to competition, some employees went to a company members house to plan and design how the booth was going to be laid out. This helped tremendously for competition because we knew exactly how we wanted it to be set up.

During the January Trade Show, Cowboy Crate capitalized on the opportunity and made almost \$350,000 in sales.

Following sales, design and competition, awards were given to firms that excelled in their event. Cowboy Crate was successful in winning both the Finance Competition and the Trade Booth Competition. The Booth team won over the judges with their professionalism and southern charm to evoke a desire to purchase small-town Texan goods. The Finance team stood out with their out-of-the-box presentation combining fairy tales and financials. Both teams are headed to the Big Apple for a National Trade Show in April! Good job and good luck Cowboys!

