

# *The Megaphone*

The Newsletter of Your Name Here, Inc.  
VE 2018-2019 Newsletter Volume 3



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*Each year, 205,000 businesses  
close their doors forever.*

**We're here to change that.**

Your Name Here, Inc. is going into its second year as a promotional product company. With products ranging from pens to key chains to business cards, our customers can find something for every occasion. Though people can look at advertisements or commercials, a physical product with the company name is here to stay. Going into our second year of operation, we will continue to sell on trend and affordable promotional products for businesses and individuals. This will continue to help us generate sales and build brand loyalty. Our office is currently located in Fort Hamilton High School in Brooklyn, NY. Ultimately, we utilize promotional products in order to bring recognition to our customers.



# *Meet the Executives*



*Della Chen*  
*Chief Executive Officer*



*Heidi Chow*  
*Chief Operating Officer*



*Farah Javed*  
*Chief Marketing Officer*



*Syeda Kazmi*  
*Chief Financial Officer*

# What's Happening

## Long Island Trade Fair 1/9

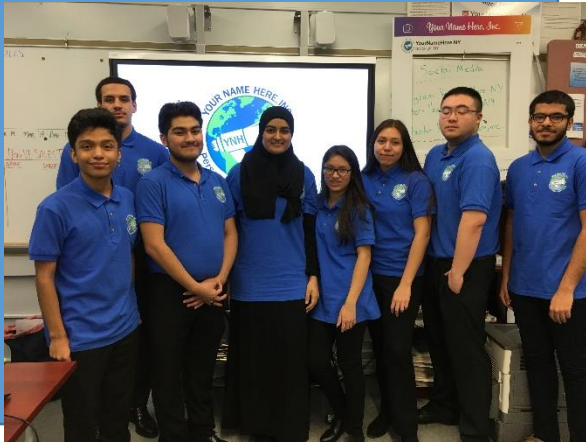
Your Name Here Inc. has recently participated in the Long Island Trade Fair at LIU post, our second of the school year. Our employees conversed with other businesses to sell our products and buy from others. At our booth, we had arranged packages that if purchased would come with a set reward, such as stress balls, temporary tattoos, and themed pins. Anything above an emerald package set at one hundred dollars would enter them into a raffle for a chance to win an Amazon Echo. By the end of the fair, we made 238 sales and nearly \$100,000 in revenue. We also scored gold with our efforts in the Regional Branding and Newsletter Competitions and three silver awards for marketing impact, employee manual, and sales materials. Look out for photos of the event on our social media platforms and don't forget to follow us for future updates on trade shows and competitions!

*"Ideally, Your Name Here will be the top provider of all personalized promotional products, unmatched in quality, affordability, and versatility"*

*-Della Chen, CEO*



# Department Updates



## Accounting Department



Our Accounting department has been in full gear filling out accounts receivable and sending out thank you emails for all of our sales from the trade show. With our staggering 238 total sales and nearly \$100,000 in revenue, our accounting department foresees a great impact on our company's financial status. On top of all that, they are also keeping track of our employee's personal finances.



## Marketing Department



Our Marketing department has been consistently updating our social media pages with all of the latest information and pictures related to our company. Our graphics department has been finalizing our website and are preparing it for entry into the VE National Website Competition on January 16<sup>th</sup>. They have also been preparing a special sale for the month of February that includes limited edition keychains for discounted price.



## Human Resources



As the first term of the school year comes to an end, our Human Resources Department has been finalizing our grading legend and distributing evaluations. After receiving a gold award at the trade show, they have also been touching up and updating our monthly newsletter. Our legal counsel has been in contact with another VE firm that we met with at the trade show about potentially purchasing an insurance plan from them.



# Employee Highlights

## Employee of the Month

Our Employee of the Month for January is Gabriel Rivera! Gabe is part of the Human Resources Department and since YNH officially opened for business for 2018-2019, has taken on the role of working on our monthly newsletter and making sure every story is published in detail. He continually asks questions and is willing to aid other departments besides his own when necessary such as our recent trade fair at LIU CW Post in Long Island. His work has definitely paid off and not only do we congratulate him on his award for Employee of the Month but we also congratulate him on winning 1st place for the Online Newsletter Competition at the LI trade fair at LIU CW Post. Great job Gabe!

*"Life's most persistent and urgent question is, 'What are you doing for others?'"*

*- Martin Luther King Jr.*

## Return to McKinley:

Several of our employees visited the VE program of I.S. 259 William McKinley Middle School on January 24th. The effort to reach out was made by employees that are alumni of the school that look forward to connect with their former teachers. The goal of this trip was to inspire the students to continue to be involved in VE and demonstrate the benefits that come with it.



## Your Name Here, Your Name Anywhere

### Upcoming Events

#### VE National Website Competition Deadline:

When: January 16<sup>th</sup>

#### Your Name Here, Inc. Bake Sale:

When: January 30<sup>th</sup>

Where: Fort Hamilton High  
School

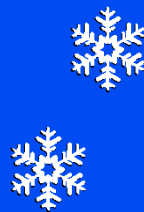
#### VE National Newsletter Competition Deadline:

When: February 13<sup>th</sup>

#### Mid-Winter Break:

No School from February 18<sup>th</sup>  
to February 22<sup>th</sup>

*Ready for your brand to be recognized?*



Check us out at  
**[yournamehereny.com](http://yournamehereny.com)**

Look for our \$10 limited edition heart-shaped keychain  
for the month of February!!!

*Don't forget to follow us*



**Yournamehere.ny**



**Yournamehere,inc**



**Yournamehere\_NY**



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