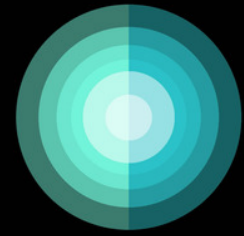




# ADASTRA

The Semi Annual Newsletter



## "Out of this World Entertainment"

*Company News and Highlights:*

EVENTS:  
VALENTINES DAY

FIELD TRIPS:  
NORTHWOOD  
GENESSE  
TECHNOLOGY  
CENTER

ROCHESTER  
CHAMBER OF  
COMMERCE  
RIBBON  
CUTTING  
CEREMONY

\$94,000 IN  
TRADE SHOW  
SALES

COMPANY WIDE  
PROMOTIONS

### OUR MISSION

Adastra is a C-Corporation ran out of our corporate headquarters in Rochester Hills, Michigan. Our mission is to connect customers of all incomes with their perfect entertainment experience nationwide. Adastra differentiates itself from other entertainment ticket companies as we offer a range of packages at different prices, all over the country. This allows us to service customers of varying demographics.



## The Interview Process

Adastra has many supporters and advisers within our high school, Stoney Creek. In the beginning of the year, parents gave up a work day to interview our employees for the positions of Vice Presidents and to assist in placing students in specific departments. Along with their guidance in the interviewing process, parents volunteered to critique our business plan leading us to first place in the Great Lakes Region.

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"Most Professional  
Team who  
Presented at  
Northwood."

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## Business Plan Team

On the 17th of December, Adastra participated in the Great Lakes North Wood Trade Show.

A team of five employees participated in the Business Plan Competition, which they placed first in the state of Michigan. The win allowed our team to present in New York City, NY in the International Trade Show and Competition.

Our team networked at a Northwood Trade Show on December 17th. The design and technology team created a wonderful booth helping our sales team generate \$94,000. To draw people in we had a drawing for a real world Red Wings game center ice if a purchase was made.



## From One Person to Two

The position of Chief Operations Officer has been reorganized into two positions; they are Chief Administration Officer and Chief Revenue Officer. The result is to maximize efficiency within Adastra under the Guidance of CEO, Amanda Yuran.

With the changes in effect, the new department heads have requested a professional training and development day to be hosted by the HR Team.

The results of the training will benefit the overall success of the company and the corporate culture.

During the training sessions our Design and Technology Team presented tips to create a powerful resume.

The Accounting Department explained an income statement W-2. And, our Sales Team dedicated an entire session to the company's employees as to how to develop a strong elevator pitch. This gave each student an abstract way to showcase each individual's talent.

"Teamwork creates  
the most efficient  
company!"