

A Lil Twist

Fall Newsletter 2018

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Our Company

Everybody loves pretzels but the problem with pretzels is that they are always the same. This year at A Lil Twist we are returning a lil bigger, a lil tastier and a lot better than before. At A Lil Twist we offer a variety of different options that range from our best selling Nutella pretzels to vegan and gluten free alternatives. Additionally, we are starting a new line of pretzels using seasonal ingredients exclusive to that time of the year. Trying new things is always great, so next time you want some pretzels, try them with A Lil Twist.



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A Message From Our CEO

Hello! My name is Daniela Posillico and I am the CEO of A Lil Twist. This is my second year with this firm and I am very excited for the year coming up. This year, under new management, we have very high ambitions to exceed in all competitions. So far we have participated in the Elevator Pitch placing in the top 25% and the Company Branding competition receiving honorable mention. Right now we are in the works of preparing our Business Plan for the 2018-2019 fiscal year as well as the Regional Trade Show. We are all very excited and working very hard here at A Lil Twist!



A Lil Twist and Outlast Outerwear at the Long Island University Elevator Pitch Competition on October 19, 2018

Administration

Hello my name is James Anastasio and I am the COO here at A Lil Twist. Currently I am working on the day to day tasks. I've worked on things like the outline for who talks to what firms at the LIU Post Business conference and job descriptions for each employee of the company. Right now I am collaborating with the chiefs and some of the VP's on the Company's Business Plan. I also have to oversee the Communications, Human Resources, and Design & IT departments and sign off on their weekly logs. This verifies that they have completed their allotted tasks for that set week.



Executive VP Of Business Strategy



Hello my name is Jesse Cabble and I am the Executive Vice President of Business Strategy. Some of my many tasks include targeting potential clients, finding new markets, developing and executing sales, as well as implementing new tools and ideas to elevate our company. I accomplish these tasks by working with the sales department daily and sometimes the marketing department. Additionally I consult with the other chiefs to propose new ideas and contribute to existing projects. My main goal is to help take A Lil Twist to a higher echelon of business, eventually making us a household name. We also want to become a publicly traded company, making our shares both accessible and sought after. With our experienced team this goal will be inevitably achieved. I hope to become a major asset to the A Lil Twist family and I envision great success in our future.

Our Team

This month the Accounting Department is working on the sales transactions from the month of May to present. We have been recording sales and calculating profits. The Accounting Department has also been doing payroll and establishing salaries for the new employees. We have updated financial reports for the upcoming 2018-2019 Business Plan.

Accounting



Communications

Here at Communications we have been tackling many tasks lately. Recently we were getting our employees ready for the Long Island University Elevator Pitch Competition and Hofstra Mini Trade Show. We have been doing this by printing and cutting business cards as well as creating name tags for our employees. At Communications we also deal a lot with our firm's social medias. We like to talk to other firms and try to make deals with them. Everyone here at A Lil Twist has been working very hard and we are excited for the rest of the year!

Recently, the Design and IT department was assigned with creating a new company website and business cards. The website was created on Wix, which allows the user to create their own website at ease. We were able to add different features from buy buttons to a mailing list. The business cards were created using different programs such as Microsoft Publisher and Vistaprint. Different designs involving set colors and how they were positioned made the cards come out very well.

Design/IT



Our Team

Here at Human Resources, we have been very busy for the start of the year. Right now, we are hard at work on the Employee Manual. We are in the process of updating and improving our policies for this year. We also have just finished transforming the classroom into our workplace. We created department signs, seating charts, employee name tags, designing and setting up bulletin boards, and the organizational charts. By doing this, our classroom now feels like a true office for everyone to work hard and accomplish all of their goals. This also ensures stability throughout the firm. The Human Resources Department at A Lil Twist is very excited to continue this new year with challenges and fun!

Human Resources



Marketing



Here in the Marketing Department we have been busy from the start of the year. We have been promoting our business and letting the world know A Lil Twist is back in business! Since our reopening we started with the holiday flyers. After that we worked on Pretzel of the Month and made brochures for the company. Currently we are constructing a list of emails from all the firms that own online stores. We will then send a mass email out to over 1500 different firms. We are excited for a fun and exciting year!

Recent Events

Adelphi Apprentice Challenge

On Friday, November 16, DECA students from Carle Place High School attended the 2018 Adelphi Apprentice Challenge. They worked with expert business and marketing professionals to learn the necessary components in creating a successful marketing plan.

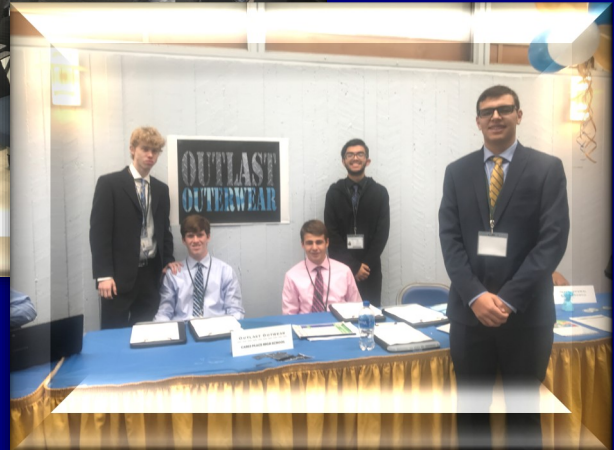
During the break-out session, their skills were put to the test by working in teams to develop a marketing plan for Adventureland. It was later judged by Adelphi's well-respected panel of judges. Three students from Carle Place advanced to the final round. Some of the participants were A Lil Twist employees including Jesse Cabbie and Naomi Ellerbe. One of these students, Jeryle Assension a formal employee at A Lil Twist's, team was crowned Adelphi Apprentice.



Recent Events

Mini Trade Show at Hofstra University

On Friday November 16, some of the Virtual Enterprises students attended a Mini Trade Show at Hofstra University during the 8th Annual CTE Conference. Students made sales and traded with other VE firms. The students attended breakout sessions that allowed them to improve their elevator pitch skills, interaction with other firms, and business to business sales as well. They also heard from a student entrepreneur and visited the Zarb School of Business Martin B. Greenberg Trading Room. Surely it was a very exciting day for all who attended.



Recent Events

Wunder Creamery Conference

On November 9, A Lil Twist's employees had the privilege of speaking to Wunder Creamery's Merchandiser, Thomas DePaola, via conference call. We were able to ask many questions regarding their success as a start in the quark industry. As a result, we received great advice on how our team can improve and create a successful business. Our employees acted as a focus group and gave him feedback on their flavors as well.



Employees' of the Month

Our employee of the month
for October is...

VP of Communications

Nicholas Pascarella

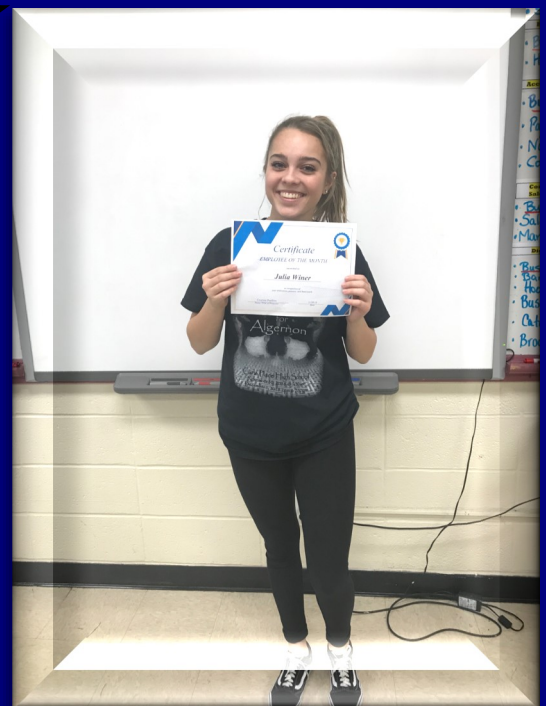
Earning the top 25% for the
international Elevator Pitch
Competition



Our employee of the month
for November is...

Design/IT Associate,
Julia Winer

Great design on our
business cards!!



A Lil Fun

A Lil Twist employees had a lil fun celebrating the holidays. On Halloween, our Human Resources Department planned a fun team building mummy wrap for us. We had a lot of fun !!!



The largest pretzel weighs 783.81 kg (1,728 lb.) and was achieved by Industrias La Constancia with its brand Pilsener (El Salvador) at CIFCO in San Salvador, El Salvador, on 25 October 2015. The pretzel measured 8.93 m (29 ft. 3 in) long by 4.06 m (13 ft. 3 in) wide.



How many words can you make with the word PRETZEL?

1.

11.

2.

12.

3.

13.

4.

14.

5.

15.

6.

16.

7.

17.

8.

18.

9.

19.

10.

20.