



# Monthly Newsletter

January 2019 – Volume 2

## Mission Statement

Our mission is to spearhead audio technology and fulfill the demand for music, with a community of music listeners along every beat of the way.



## Inside This Issue

### PG. 2

Meet our CEOs and get to know Amplify.

### PG.5

Amplify Audio in the news! See our featured article and pictures!

### PG.9

Recognizing our October ,November, and December Employee of the Month winners!

## All About Amplify

In October 2018, Amplify Audio was founded by high school students in Miller Place, New York. Although a young company, Amplify Audio has defied the competitive music industry by introducing innovative ideas at low costs. Amplify Audio provides entertainment, music, and auditory needs for the general public. Our staff identifies consumer wants and needs and collaborates to bring innovative, affordable, and top-quality products to each and every one of our customers.



## Meet our CEOs

Dear Reader,

We want to welcome you to Amplify Audio! Our goal is to change the game in the music and audio industry, innovating products while providing personalized services. We started this small company as a VE firm and we are growing and getting better every single day. We hope you will join us in this journey as we climb the ladder to the top of the audio industry. Come on and turn up your experience with Amplify!

-CEOs Andrew Friedman and Tyler Cohen

**“Turn up your  
experience with  
Amplify!”**

## New Conflict Resolution Policy

Amplify Audio is committed to sustaining a positive work environment in which employees work constructively together. The problem resolution policy and process has been established as a foundation for ensuring that the work environment remains positive.

The problem resolution policy is intended to:

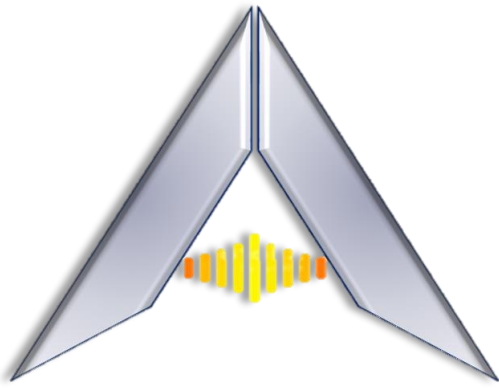
- Provide the opportunity to resolve a conflict or complaint quickly, fairly and without reprisal;
- Improve communication and understanding between employees; and between employees and their supervisor;
- Ensure confidence in management decisions by providing a mechanism whereby management decisions can be objectively reviewed;
- Support a positive work environment by allocating supervisors responsibility for preventing and resolving conflicts and complaints;
- Identify organization policies and procedures which need to be clarified or modified.

- **Courtesy of the Department of Amplify Human Resources**



*Jameson, the mediator, uses his last remaining negotiating tool in an effort to break the stalemate.*



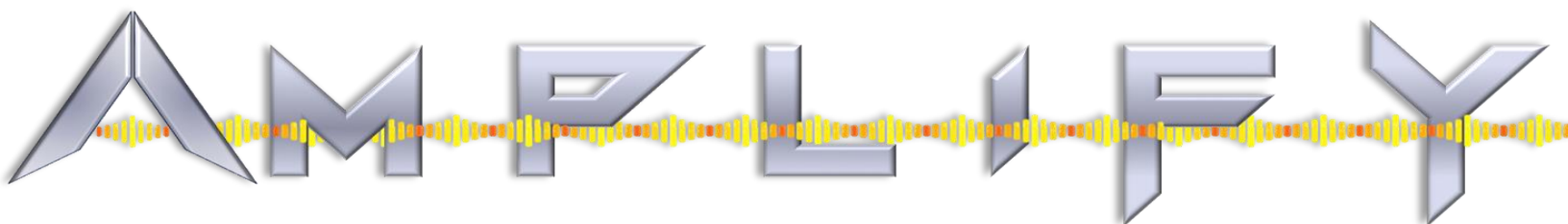


Consumers today are more interested in the experience rather than the songs they choose. Here at Amplify Audio, we embrace this idea by creating an immersive experience for our customers, ensuring that they feel part of our family, where they have input in the products that they purchase. The product line that we have created appeals to a vast range of target markets, from our speakers and headphones that include TV sound bars, Bluetooth headphones, and speaker backpacks, contributing to a personal, customizable audio experience.

## Summarizing Amplify

By examining Amplify Audio's financial statements (balance sheet, income statement, and cash flow), our accounting team has concluded that we are financially capable of maintaining a steady company. Amplify Audio was fortunate enough to get three angel investors, each investing \$50,000.

With the seed money of \$20,000 from Virtual Enterprise and the investments made into our company, Amplify Audio was capable of paying the opening expenses shown on the balance sheet. Naturally, at Amplify Audio, we have found the most captivating, innovative, and efficient means of capitalizing on the aforementioned statistics regarding the state of technology and music in our society on a day to day basis.





## Amplify in the News

Recently, Amplify was lucky enough to meet and speak with a reporter from the Times Beacon Record, who interviewed employees and officers about our company.

The article, written by Kyle Barr and published in November 2018, gives insight into how we work here at Amplify and what we are learning/improving on every day. (It's even titled, "Miller Place students learning how to run a business first hand!").

Thank you, Mr. Barr for taking the time to check us out and share our story with others!



*"As a stranger walks in, Miller Place High School student Andrew Friedman strides over with a hand outstretched. He doesn't say, "Welcome to Miller Place" or "Welcome to Fank's fourth-period." He says, **"Welcome to Amplify Audio,"** the name of their virtual company that sells headphones and other audio equipment."*

-Kyle Barr, TBR News Media

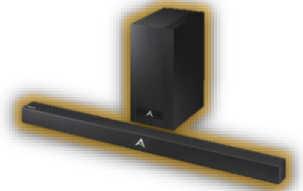


## Our Product Line

Highlighted here are just a few of the innovative, high-quality products we sell at Amplify! If you'd like to explore other options, please visit our website or look through our product catalog.

### Sound Bar – (\$250)

A two-in-one, the Amplify Sound Bar not only adds quality theater sound to your TV, but also the ability to stream music from a two-cord setup. It works with your existing TV remote and streams over Wi-Fi, not Bluetooth, so your music will never cut out – even if you get a phone call! Connect with an Amazon Echo or Dot and jam out to all your favorite music.



### Amplify Rock Speaker – (\$300)

Love music and nature? Get the best of both worlds with our Amplify Rock Speaker! Made especially for the outdoors, this speaker is implanted inside a plaster “rock” to blend in with your surroundings and is Bluetooth compatible.



**New!**

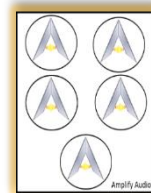
### Amplify Car Package – (\$3,000)

The perfect package for anyone with an automobile. This package includes a Bluetooth touchscreen interface set up with Spotify playlists customized through your music preferences. Includes up to 8 speakers and also 2 new subwoofers to amplify your experience.



### Amplify Audio Logo Sticker Pack – (\$5)

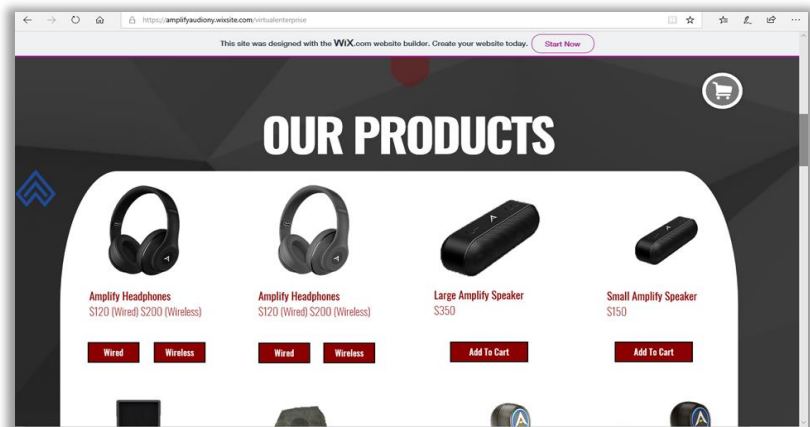
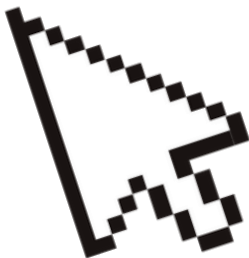
Looking for a gift for the music lover in your life? Everyone loves stickers! Snag a sticker pack featuring our Amplify logo (includes 5 stickers).



## Our Website

Our website is easy to navigate, so finding the products you'd like isn't a problem! At the top of the webpage, (directly under our company logo and name), there is a toolbar labeled with options you can choose including: Products, Packages, Extras, How to Contact Us, About Us, and Our Sponsors. When each of these are clicked, they will direct you to the items categorized in that section. In the Product, Packages, and Extras sections, there are buttons that, when clicked, will direct you to the checkout page, where you can purchase items and place your order. Your order will be processed into a queue and later orders will go to the end of the queue.

The order's status remains in-progress until the ordered items have been received by the buyer's warehouse. Once the inventory is physically received, it is typically scanned into inventory and matched to the proper purchase order. The purchase order is marked as processed or requiring payment. The buyer completes its responsibility for the purchase when it remits payment. To ensure accurate credit for payment, the payment should indicate the PO number or company account number.



## Office Life

### Weekly and Monthly Evaluations

At the end of every week and month, employees at Amplify Audio are evaluated on skills and performance. The heads of each department (CFO, CAO, President of Marketing, CIO, CEO) along with the advisement of our coordinator fill out a rubric and assign a grade for each employee.

### Google Drive

We use Google Drive to safely store, share, and access all of our documents. Each department has a folder in which they can store their projects and documents. This allows quick access for anyone in the company to retrieve any document or project from any department at the office or home.

**Weekly Employee Performance Review**

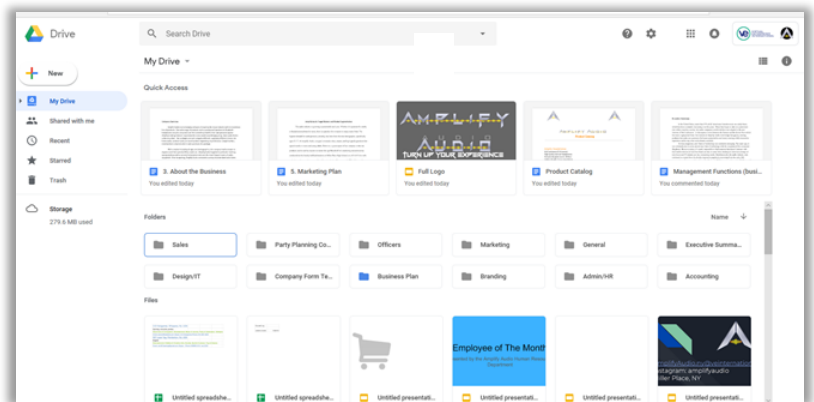
Employee Information

Employee Name \_\_\_\_\_ Date \_\_\_\_\_  
Department \_\_\_\_\_ Period of Review \_\_\_\_\_  
Reviewer \_\_\_\_\_ Reviewers Title \_\_\_\_\_

| Performance Evaluation                   | Excellent (5) | Good (4) | Fair (3-2) | Poor (1-0) | Comments |
|--|---------------|----------|------------|------------|----------|
| Dress                                    |               |          |            |            |          |
| Compliance                               |               |          |            |            |          |
| Teamwork/ Communication                  |               |          |            |            |          |
| Attitude                                 |               |          |            |            |          |
| Employee Purohases                       |               |          |            |            |          |
| Completion of assigned projects          |               |          |            |            |          |
| Punctuality                              |               |          |            |            |          |
| Attendance                               | 5             |          |            |            |          |
| Ability to meet deadlines                |               |          |            |            |          |
| Dependability                            |               |          |            |            |          |
| Ability to comply with Employee handbook |               |          |            |            |          |
| Overall Rating                           |               |          |            |            |          |

Total: \_\_\_\_\_ Grade: \_\_\_\_\_

**Key for Grades**  
20: 47-50 17: 40-44 10: 15-34 0: 0-5  
18: 43-46 13: 35-40 8: 5-15





## Employee of the Month

Each month, Amplify Audio honors one employee who has gone above and beyond in their work. Here are a few of our past winners!



### OCTOBER 2018

Julianne Cerato, *Director of HR*

### NOVEMBER 2018

Lucas Stahlmann, *Product Manager*

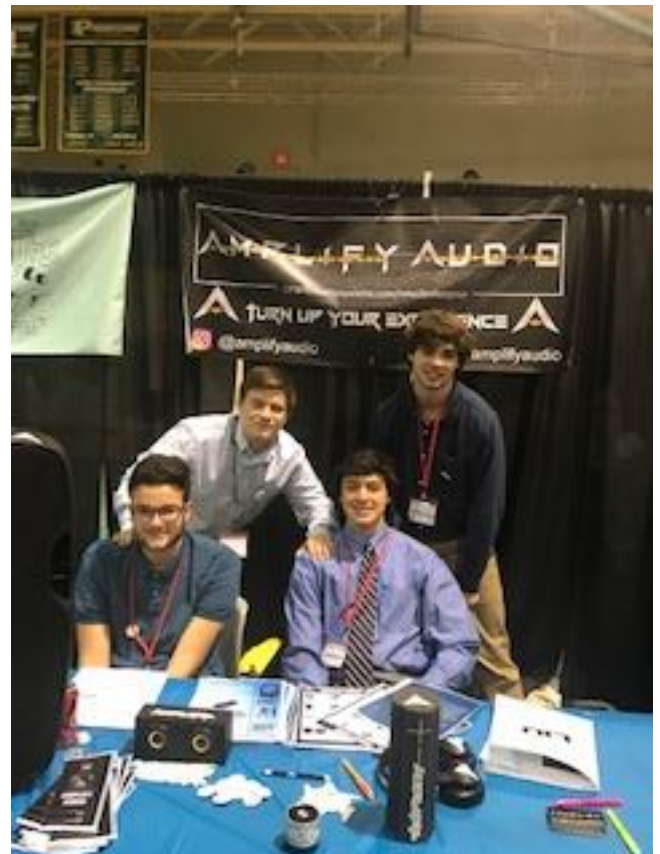


### DECEMBER 2018

Carissa Militano, *Product Manager*

## *Virtual Enterprise at the LIU Post Tradeshow*

On January 10<sup>th</sup>, 2019, the Period 4 Virtual Enterprise Business Class- Amplify Audio- went to LIU Post for the Long Island Regional Conference & Exhibition. Virtual Enterprise is a business course in which students interact in a virtual business, learning fundamental skills to run a business and how to integrate business management into the workplace. At the trade show, over 90 firms competed in a virtual trade show: each school's company made business with one another, and learned how to make an actual sale. Moreover, multiple students participated in a Business Plan Presentation Competition, in which they presented their business plan to the judges in an oral presentation. The fourth period's company "Amplify Audio", presented their business plan with a strong team: as shown from left to right, Jack Follo (Chief Financial Officer), Tyler Cohen (Vice President-Chief Executive Officer), Andrew Friedman (Chief Executive Officer), Julianne Cerato (Director of Human Resources), and Justyn Baldeo (Marketing Manager). Well prepared and focused, the team did amazing on the presentation, and Amplify Audio ended up winning three awards as a first year company. Amplify Audio received Gold for Sales Materials, Gold for Company Newsletter, and Silver for E-Commerce Website. The company made tons of sales, and it taught the students valuable lessons on running a business. Chief Executive Officer Andrew Friedman explained how "it was a great experience that taught all of the employees how to network with other people, make trade deals, and understand how important preparation is". These are all important values that all people, whether in the field of business or not, need to understand for the real world.



## A Message to Our Investors

To Our Investors:



We recently attended the Long Island Regional Trade Show, at LIU Post, containing the Oral Presentation of our Business Plan. At the event, our primary goal was to make a large amount of sales in a short period of time, thanks to our trade show display booth and our skilled salesmen. Additionally, we were grateful to present our Business Plan that all of the officers have been working on and mastering for the past few months, in front of an esteemed panel of judges, and we are ecstatic to say that we all felt that it went extremely well, and are looking forward to hearing the results. In the meantime, we did receive results from a few other competitions that took place throughout the year, and Amplify Audio did not disappoint. We took home Gold Awards for our Company Newsletter, and Sales Materials, and a silver award for our E-Commerce Website Design. It is a great honor to receive these awards, and it only shows how well-rounded and effective each of our employees are, placing in competitions for three separate departments- Human Resources, Sales and Marketing, as well as our Design Team. For now, we will keep improving our presentation as we expect positive results from the previous Trade Show, and hope to receive funding to be able to advance to the next round in Brooklyn.



- Tyler Cohen Vice President CEO

## Microsoft Excel Tips

### 1. Select Entire Spreadsheet Columns or Rows

Another quick tip– use the **CTRL** and **SHIFT** buttons to select entire rows and columns.

1. Click on the first cell of the data sequence you want to select.
2. Hold down **CTRL + SHIFT**
3. Then use the arrow keys to get all the data either above, below or adjacent to the cell you're in.

You can also use **CTRL + SHIFT + \*** to select your entire data set.

### 2. Enter The Same Data Into Multiple Cells

At one point, you may find yourself needing to enter the same data into a number of different cells. Your natural instinct would be to copy-paste over and over again. But there's a quicker way:

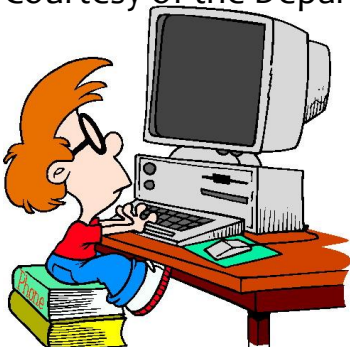
1. Select all the cells where you need the same data filled in (use **CTRL + click** to select individual cells that are spread across the worksheet)
2. In the very last cell you select, type in your data
3. Use **CTRL+ENTER**. The data will be filled in for each cell you selected.

### 3. Copy Formulas Or Data Between Worksheets

Another helpful tip to know is how to copy formulas and data to a separate worksheet. This is handy when you're dealing with data that's spread across different worksheets and requires repetitive calculations.

1. With the worksheet containing the formula or data you wish to copy opened, CTRL + click on the tab of the worksheet you want to copy it to.
2. Click on or navigate to the cell with the formula or data you need (in the opened worksheet).
3. Press F2 to activate the cell.
4. Press Enter. This will re-enter the formula or data, and it will also enter it into the same corresponding cell in the other selected worksheet as well.

- Courtesy of the Department of Human Resources





Happy  
New  
Year

