



# February Edition Ancora Safety Post



## What is Ancora Safety?

In today's society, most victims of violent crimes are unprepared and unprotected. Business Insider has found that looking into the year 2018 alone, the U.S. has experienced 340 mass shootings. Ancora Safety intends to provide a non-lethal solution to a lethal problem. Our company utilizes Kevlar products, safety courses, and non-lethal neutralizing tools to help our customers to feel safe in all situations with the "Power of Protection."

## Our Mission

Ancora Safety's mission is to diminish an individual's fear of being a victim to violence by empowering them through self-protecting means.

### UPCOMING DATES

**2/14**

Valentines Day Party

**2/14**

Bay Area Trade Show  
Submission Deadline

**2/18-2/19**

Los Angeles  
Trade Show

**2/26**

Panda Express  
Fundraiser

**3/13**

National Online  
Competition:  
Video Commercial  
Due

**3/15-3/17**

Bay Area Trade Show

**4/15-4/17**

Youth Business  
Summit in New York

**Make sure to follow  
our social media  
and check out our  
website!**



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# What's Going On Around the Office?

## MARKETING:

- Uploading videos to social media pages
- Creating new video commercial
- Submitting company branding for trade show competitions

## OPERATIONS:

- Renovating booth design
- Creating new sales strategies
- Preparing for LA trade show

## FINANCE:

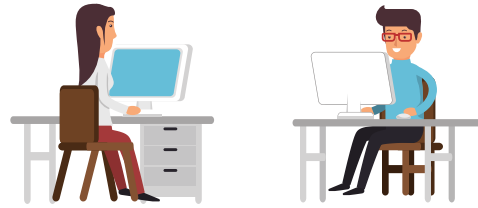
- Processed payroll
- Paid company bills
- Processed CA State Trade Show sales receipts

## PUBLIC RELATIONS:

- Organizing Condors tickets fundraiser
- External newsletter
- Panda Express fundraiser

## HUMAN RESOURCES:

- Finalized Employee Handbook
- Prepared and presented for CA state trade show



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## Employee of the Month

★ **Josh Duryea** ★

**Why is Josh so amazing?**

"He's been one of the hardest workers in the finance department"

"Josh has been working very hard everyday and he has been sacrificing time in other classes in order to successfully help the finance team"

"He has been showing initiative with all of his competitions and going the extra mile to make sure he performs his best. He has also supported business plan a lot by staying after school and offering feedback to the presentation as well as significantly helping us with Q&A questions."

*Congratulations*



***Thank you for all you do for Ancora Safety!***



# Outside the Office...

## BAKERSFIELD TRADE SHOW

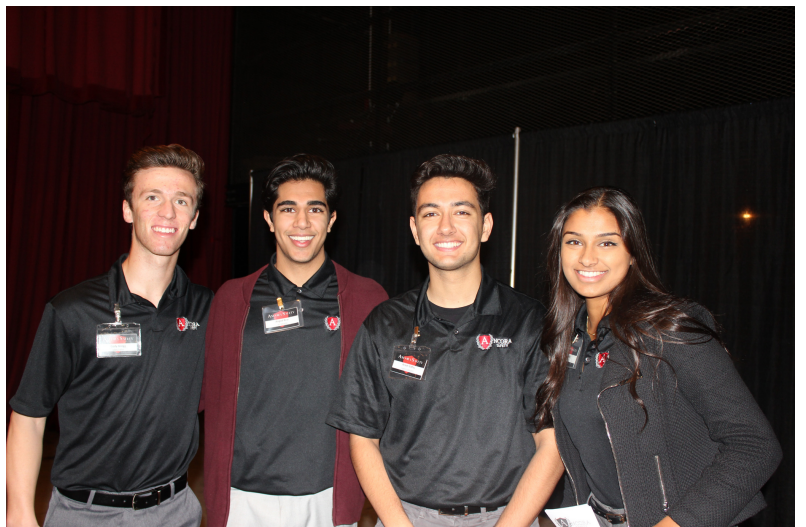
January 16-17, 2019

The Bakersfield Trade Show went amazing for everyone here at Ancora Safety!

Congratulations to everyone who placed in their competitions, especially business plan team who placed 3rd in state and qualified for nationals in New York, great job you guys!

### Competition Results:

- Business Plan- 3rd
- Elevator Pitch- Gold, 1st
- Company Newsletter- Gold, 3rd
- Website- Gold
- Marketing Plan- Silver
- Sales Materials- Silver
- Impact Marketing- Silver
- HR Presentation- Silver
- Video Commercial- Bronze
- Job Interview- Top 10





# TEAM BONDING AT THE BLVD

**January 16, 2019**

We hope everyone enjoyed the team bonding activity at the BLVD. We were able to relax and meet some new friends after a long day of competing!



# OPERATIONS TEAM BONDING

**January 18, 2019**

Operations was able to wind down together after the trade show by bonding over making pizza. Opportunities like these are what makes our company relations so great!



# CONDORS NIGHT

**February 1, 2019**

We were able to partner with the Bakersfield Condors to sell hockey tickets as a fundraiser and a portion of the proceeds went to us. Great job to everyone who sold tickets and was able to go to the game!



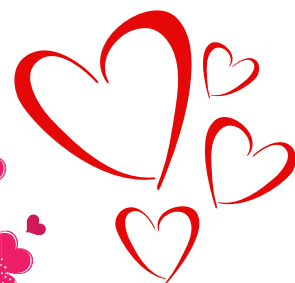
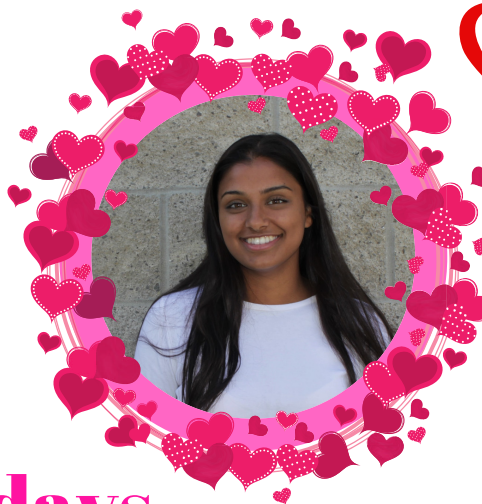


# February Birthdays

## Anisha Naik

2/8

- Safety Trainer
- Favorite food is sushi
- Loves to be with her friends



# February Half Birthdays

*For all of our employees who have summer birthdays when we are on break, we celebrate their half birthdays to make sure they are recognized and appreciated.*

## Alex Bridges

2/7

(Actual birthday is 8/7)

- CEO
- Favorite fast food is Taco Bell
- Favorite pastime is sleeping



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## A Word From Our Director of PR...



Planning fundraisers has been our main priority since we have now officially made it to nationals.

I am excited to plan more and raise money to lower the cost of everyone's trip. Thank you guys so much for participating in the fundraisers! I am so glad to be apart of this program with everyone in this class!



## Industry Trends

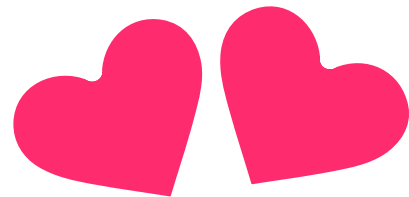
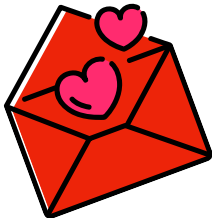
Ancora Safety has three indirect competitors in the VE Market: DefenseLine, Safe N' Sound, Guardian, and Back Pack+; none of which offer both products and services. The demand for our products is high in the VE Market especially with students concerned with their personal safety. Despite having three competitors, only Safe N' Sound has moved on to national business plan competition, along with Ancora Safety. This is important to note as we prepare to place in the top 6 in New York.



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## Did You Know...

Americans send 141 million Valentine's Day cards each year. That's more than any other holiday except Christmas. Teachers receive the most Valentine's Day cards annually, followed by children, mothers, and wives. Happy Valentine's Day! Remember to bring a food item and valentine's cards for the Valentine's Day party!



Written by Allie Hunter and A.J. Torres