

# PHOENIX



**Impact With Style.**

Turning dead or infested wood into high-quality products.

MONTHLY NEWSLETTER

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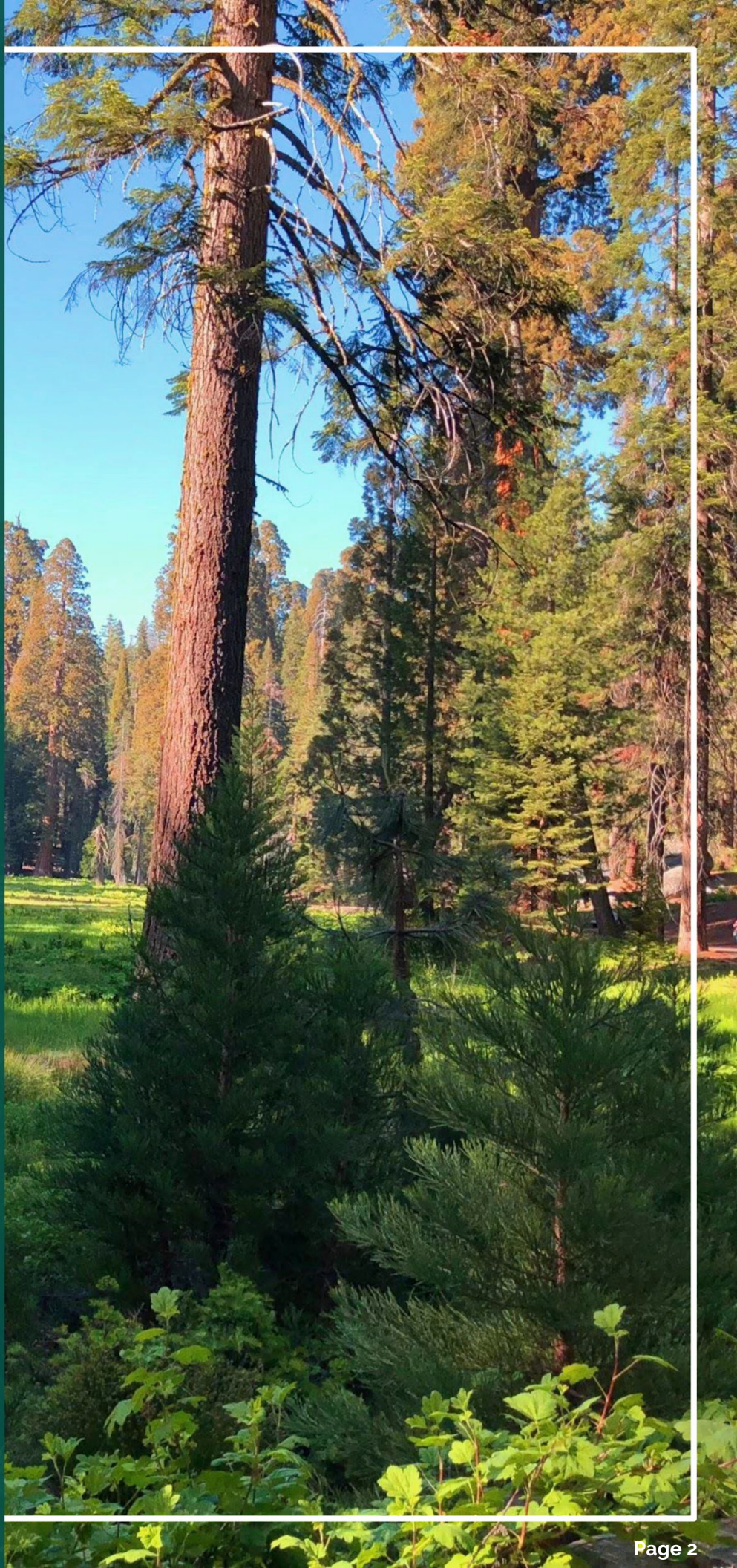
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# Upcoming Events

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## **Brimhall Farmers Market\***

February 9th

## **Newsletter National Submission**

February 13th

## **Online Submissions - Bay Area**

February 14th

## **Valentine's Day**

February 14th

## **President's Day**

February 18th

## **Pasadena Trade Show**

February 19th

## **Lauren's Birthday**

February 25th

## **E-commerce Website Results**

February 25th

## **Video Commercial Submissions Open**

February 25th

## **Samir's Birthday**

February 28th

\*Phoenix Log includes events happening in the community the company is located.



# ABOUT US

Phoenix Wood is a wood-product retailer that harvests drought and beetle-killed wood from California's Sierra Nevada Forest. Phoenix Wood offers a wide variety of consumer goods, including recreational, residential, and commercial product lines.

Every product purchased from Phoenix Wood gives a new purpose to a dead or dying tree. Clearing usable dead wood from the forests enhances forest regeneration, and reduces the wildfire fuel source. This in turn reduces the potential for massive pollution: one wildfire burning for a week is equivalent to the pollution from 1.2 millions cars driving for a year.

Once droughts or bark beetles kill a tree, it stops absorbing carbon dioxide, and instead releases carbon dioxide as the wood rots. The increased concentration of carbon dioxide in the atmosphere contributes to global warming. Phoenix Wood prevents this by repurposing the wood.

Check us out @[phoenixwoodvei.com](http://phoenixwoodvei.com)  
Follow us on Twitter, and Instagram  
@[phoenixwoodvei](https://www.instagram.com/phoenixwoodvei)



## Business Plan Team



As a first year company, Phoenix Wood's Business Plan team understood they would have to work countless hours in order to perfect their speeches and do well in their competition.

Working closely with their mentors, Mike and Claudia Stepanovich, they revised their speeches several times, and presented multiple times in front of employees and advisors. They took all the critiques and tips into consideration when perfecting all aspects of their speeches, and it paid off.

At the California State Conference and Exhibition, the Business Plan team tackled all the judge's questions with grace in a successful Q&A session.

Phoenix Wood's Business Plan team received 4th place, and will soon be headed off to New York for their final competition at the Youth Business Summit.

Following the successful day,

CEO, Andrew Chaffee, said it was, "a great start for the first year."and that he has "hope that next year will be even better." To some on the business plan team, like Kamaal Walker, the VP of Digital Media, said it was not only just a competition, but a way to "help him evolve his entrepreneurship skills in and out of the classroom."

In addition to the Business Plan competition, Phoenix Wood will also be participating in the following competitions at the Global Youth Business Summit: Human Resources, Finance, Marketing, Booth Design, the Global Venture Challenge, and Sales Materials.





# California State Conference and Exhibition

In their hometown of Bakersfield, CA, Phoenix Wood earned numerous awards, made unforgettable memories, and much more. The experience allowed Phoenix Wood to continue to better themselves as a company, and to finally admire all the hard work they had put in for this trade show. This trade show permitted the company to gain a better understanding and experience about VE.



Having the chance to meet other VE companies and students with similar interests in business was an exciting and engaging experience for every employee at Phoenix Wood. This Trade Show allowed our employees to bond with each other as well, coming together as a full cooperative team, in order to be successful while also having fun. "It was an interesting experience where we got to showcase and truly use our skills," according to Zachary Cadiz, Sales Associate.

Competing in over 10 competitions, Phoenix Wood achieved 1st in E-commerce Website, 2nd in Video Commercial and Sales Materials and awards in other competitions. The

company also placed 4th in the Business Plan competition, allowing them to advance to Nationals.

Regardless of the outcome, the company is pleased and proud of everyone who helped and participated in all the events and competitions. Ninnet Avila the Trade Show Specialist, felt that the trade show "was stressful but rewarding to see all of our accomplishments."

With more competitions to come, Phoenix Wood is working around the clock to finish all competitions, and are eager to spread the company's message of making an impact with style.





# Year-To-Date

Phoenix Wood has acquired many awards and trophies that were gained through hard work, critiques, and time commitments.

## San Diego Trade Show Results:

Company Branding- Gold Standard

Video Commercial- Gold Standard 2nd place

Novice Booth Design- Gold Standard 2nd place

E-Commerce Website- Gold Standard 2nd place

Elevator Pitch- Silver Standard

Radio Commercial- Bronze Standard

Novice Salesmanship- Bronze Standard

## CA Conference and Exhibition Results:

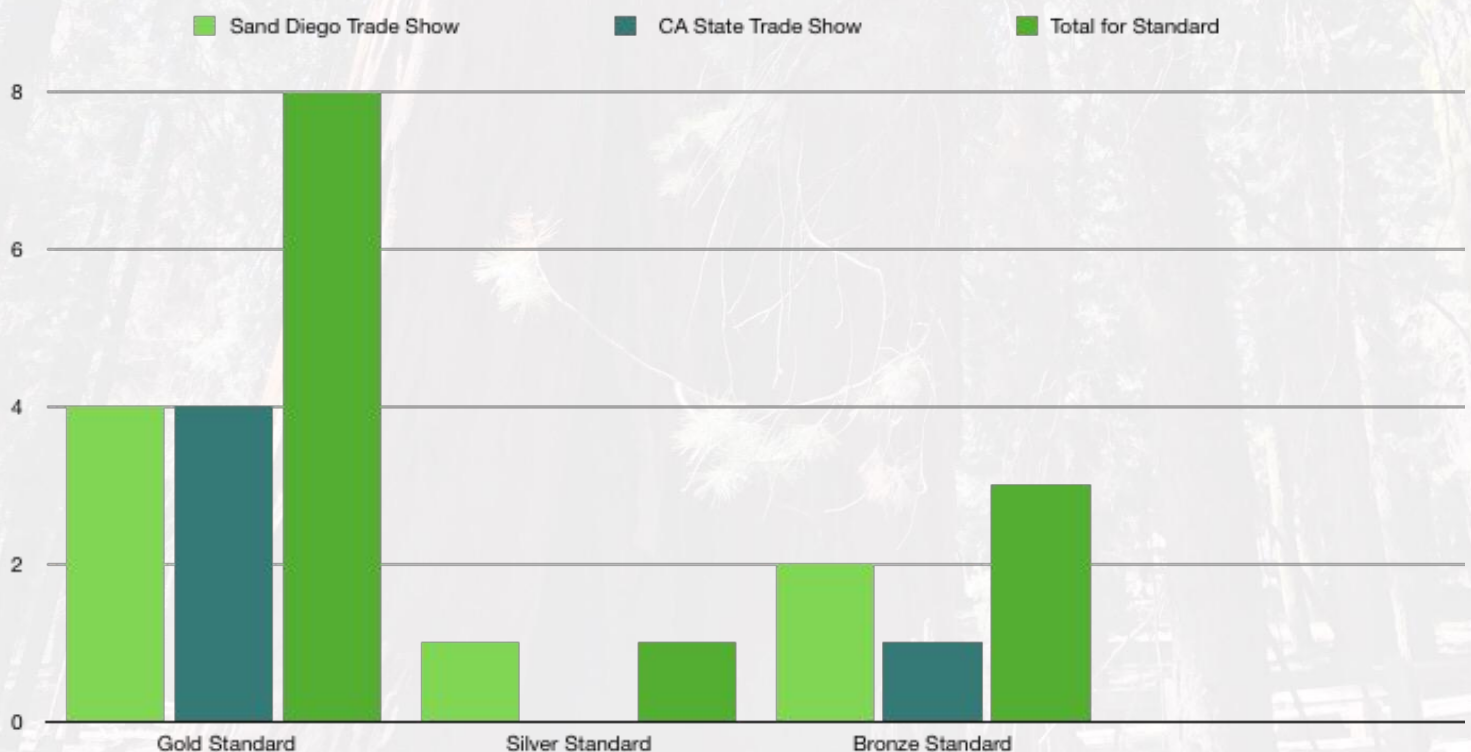
E-Commerce Website- Gold Standard 1st place

Video Commercial- Golds Standard 2nd place

Sales Materials- Gold Standard 2nd place

Novice Booth Design- Gold Standard

Elevator Pitch- Bronze Standard



# Employee of the Month

## Ninnett Avila the Trade Show Specialist



Phoenix Wood would like to thank Ninnett Avila, who not only works hard on her booth designs, but also makes sure that every last detail turns out smoothly during the trade shows. When she isn't working on trade show tasks, she is busy helping other departments in completing their work. She is a "lively spirit that doesn't stop," according to HR Associate, Yasmin Vargas. She's earned two awards for her work, a second place and gold standard win in Booth Design. Ninnett always strides for the best, and does not let anything stop her from being successful.

## Special Recognition

### Jeyrik Paduga the Web Designer



Jeyrik Paduga has provided the foundation of this company, and demonstrates a hard work ethic every day. Our CTO, Christian Carrido, says, "he has worked with full commitment to our company's website and is humble." He is a quick, ambitious learner, and a valuable employee to have as a part of our team. Jeyrik continues to help improve Phoenix Wood's website and the culture of the IT department.

### Nicholas Hulsey the VP of Public Relations



Nicholas Hulsey has committed time both inside and outside the classroom to achieve his VE goals and meet his deadlines. CTO, Christian Carrido, says that Nic takes the "initiative on all tasks and is not afraid to ask questions and make sure tasks go according to plan." Recently, Nic has achieved top 30 in the written marketing plan and continues to strive for greatness in the company.



## Most Popular Products



### **Water Bottle**

\$31.80  
Over 150 sold



### **Sunglasses**

\$47.70  
Over 145 sold



### **Phone Case**

\$26.50  
Over 125 sold



## Current News

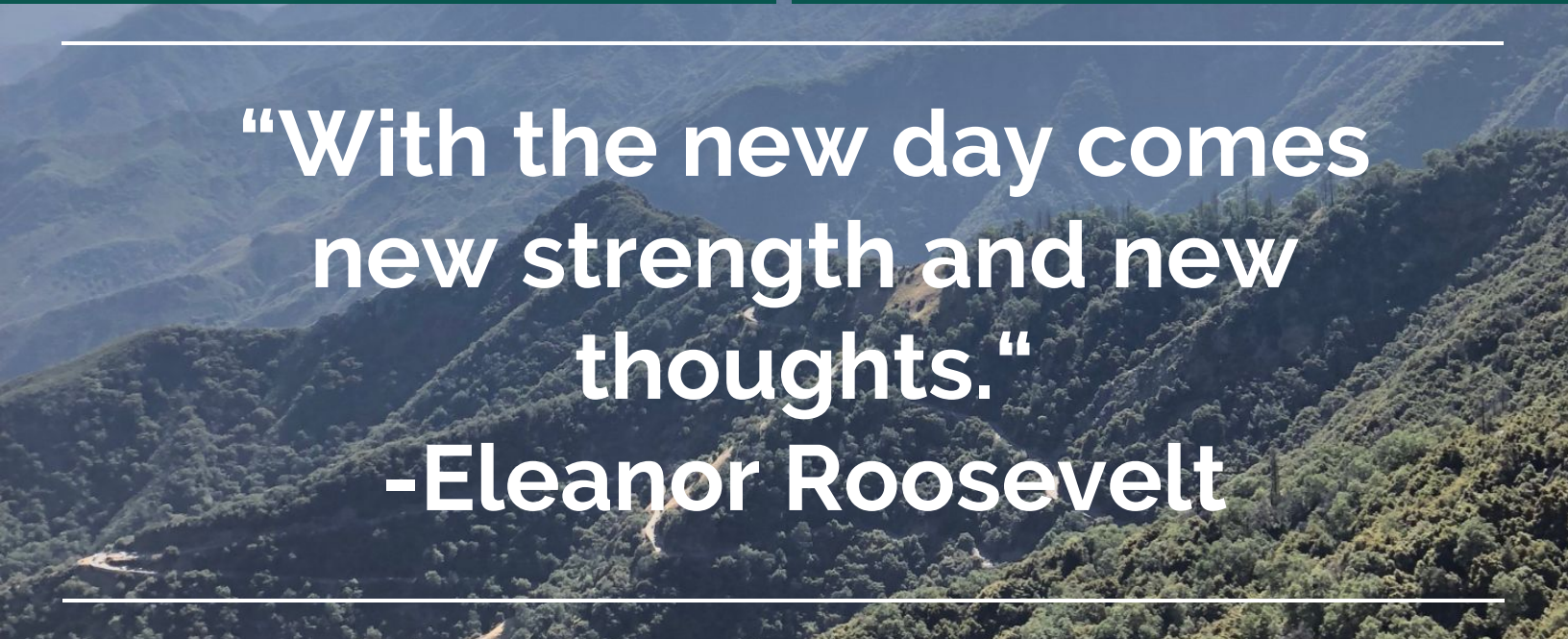
California has had one of the worst years of wildfires in history. The Camp Fire has been one of the deadliest, and most destructive, wildfires in the United States in years. It occurred in Butte County on November 8, and has burned more than 153,000 acres. 85 people have died in this fire, and the number of missing has dropped from over 1,000 to less than 11. The fire destroyed the town of Paradise, with many public buildings, such as schools, as well as people's homes, being completely burned to ashes. California is still feeling the effects of the Camp Fire, even after it was fully contained on November 25. The leftover devastation is tremendous, and relief efforts are rapidly being put in place. Phoenix Wood sends its condolences to everyone affected.

"Economic Growth." *Think Wood*. Web. 26 October 2018.

## Economic News

The recent plague of wildfires in California comes at a significant cost of nearly 655 million dollars in fire fighting alone for 2017-2018. Fortunately, with the increase in timber usage, the intensity of these fires could be greatly reduced. As stated by Wood Markets 2018, "there does not seem to be nearly enough available softwood lumber capacity in North America to meet U.S. demand." What Phoenix Wood aims to do is increase the capacity of wood utilization in California, and to help stimulate the harvesting of forestry. This allows for forests to be less concentrated, and in turn be better protected from bark beetles, resulting in less dying trees and less fuel for fires.

Jones, Sheena. "Number of Unaccounted for in Camp Fire Drops to 11." *CNN*, Cable News Network, 4 Dec. 2018.



**"With the new day comes  
new strength and new  
thoughts."  
-Eleanor Roosevelt**

### Phoenix Log

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#### Proofreader/Editor

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### Mission Statement

Phoenix Wood's mission is to incite a generation of environmentally conscious individuals to aid in the protection of our forests. This can be accomplished through the use of dead wood in various products to increase the capacity of biomass utilization.

#### Business Hours

MON - FRI  
7:30am - 2:30pm

#### Contact Us at

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