

**VOL. 3**  
**JANUARY 2018**

# **The Wild Times**

- **ANIMAL IN THE SPOTLIGHT PG.1**
- **UPCOMING EVENTS PG.2**
- **EMPLOYEE OF THE MONTH PG.2**
- **INDUSTRY NEWS PG.3**
- **WHICH ANIMAL ARE YOU? QUIZ PG.4**
- **COMPANY UPDATES PG.4**
- **QUIZ RESULTS PG.5**
- **MESSAGE FROM THE AUTHORS PG. 5**

**9401 Stirling Road  
Cooper City, FL 33328  
(754) 323-0200**



# ANIMAL IN THE SPOTLIGHT



For the month of January, Live Wild is choosing to showcase the big and beautiful tiger. After a century of decline, tiger numbers are on the rise. Almost 4,000 tigers remain in the wild, but much more work is crucial to the protection of this species that's still vulnerable to extinction. The largest of all the Asian big cats, tigers rely primarily on sight and sound rather than smell for hunting. A tiger can consume up to 88 pounds of meat at one time. They are typically 220-660 pounds, six-ten feet in length, and live in tropical rainforests, evergreen forests, temperate forests, mangrove swamps, grasslands and savannas. Tigers everywhere are forced to deal with unrelenting pressures from poaching, retaliatory killings and habitat loss. They have to compete for space with dense and often growing human populations. Live Wild has teamed up with the charity, Save Tigers Now, to help save these incredible creatures. Save Tigers Now is a global campaign by World Wildlife Fund and Leonardo DiCaprio to build political, financial, and public support to double the number of wild tigers by 2022, the next year of the tiger. Let's all join together to save thousands of innocent lives!

# MEET THE EMPLOYEE OF THE MONTH

Live Wild's December employee of the month is Paul Bacher. Paul is Live Wild's Accounts Payable/Accounts Receivable Manager. Mr. Bacher is always hardworking, determined, and responsible when working. He always shows up to work with a smile on his face. "Paul is one of my most dependable employees. He knows what's expected of him and makes sure to get his tasks done without me needing to remind him. He picks up things very quickly and I know I can rely him to go above and beyond his duties. I'm glad to have him on my team!", says CFO, Hannah Cohen. Thanks for everything you do for Live Wild, Paul!



# UPCOMING EVENTS

## *The Trade Show*

**When:** The Trade Show will take place Feb. 12, 2018.

**Where:** BB&T Center

**Who:** Live Wild Executives

This is a great way for Live Wild to get exposure in the Broward County area. Our products will be sold to all attendees.

This will be the first of our trade shows!!!

## *Valentine Day Social*

**When:** Feb. 8th, 2018

**Where:** Room 4006

**Who:** All Live Wild employees

This is a great way to revive the moral of our hardworking employees. It fosters camaraderie and helps establish stronger relationships within our Live Wild family.



# INDUSTRY NEWS

Technology is everywhere. It has become apart of everyday life and has changed it too. From the way people interact with each other, to how people watch entertainment, to how people do their jobs, and even the way people shop has now changed. Actual retail stores are now closing and online stores are believed to take up 15% of sales by the year 2020. Bill Connolly from Olapic has written 4 points that retailers should know to help them make money and encourage interaction with their customers.

First of all retailers need to reduce the amount of work it takes to get to their product. This being said marketers must also remember to invent professional strategies to aid in the success of this kind of online shopping. When retailers lessen the obstacles to the purchase it helps businesses interact with their consumers past the website. The second point is creating a way to advertise products in a way that's authentic and raw, and as if a actual customer was advertising it. Olapic's new survey found that "76% of consumers view content posted by other consumers as more honest than advertising". This just means that sellers need to find a different way of advertising. If it is done well customers and retailers will have a stronger relationship with each other.

The third point is to create short videos to grab the audience's attention that can be watched on portible devices. The final point is to use celebrities/ endorsements to grow the site and product.

Celebrities can bring in lots of consumers which can in turn boost your revenue. In summation to thrive in the retail industry Live Wild should delve deeper into these, and the abundance of various other methods, to help our company flourish.

---

# WHICH ANIMAL ARE YOU? QUIZ

1. Which food appeals to you the most?

- A.) Mixed nuts and fruit
- B.) Mixed vegetables
- C.) Fish
- D.) Meat

2. What is your ideal vacation?

- A.) A tropical rainforest
- B.) Anywhere with a beach
- C.) Antarctica
- D.) Africa

3. Which trait describes you best?

- A.) Energetic
- B.) Calm
- C.) Determined
- D.) Confident

4. Which season is your favorite?

- A.) Spring
- B.) Summer
- C.) Winter
- D.) Fall

## COMPANY UPDATES

The new year has just begun and with that comes changes. The future holds never-ending possibilities for Live Wild. What you can expect to see soon is bundle options available on our website and possibly even an expanded product line. For right now though Live Wilds' sales are growing exponentially and we hope to see a steady increase. We would love to hear your thoughts and ideas that could contribute to our growth!

---

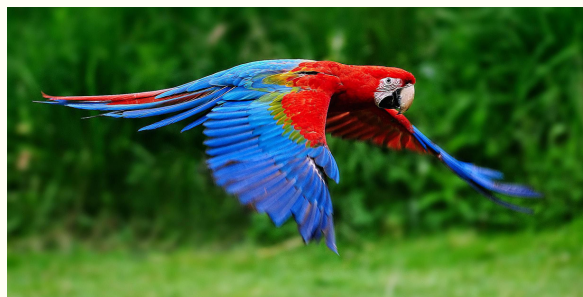


# QUIZ RESULTS

Mostly A's: Macaw

You're soaring and flying high!  
You got Macaw! You are very  
free spirited, vibrant, and  
outgoing!

---



Mostly B's: Sea Turtle

Splish splash! You are a Sea  
Turtle! You are easy going, calm,  
and able to just go with the flow.

---



Mostly C's: Polar Bear

Brrrrr....you are a Polar Bear! The  
cold weather doesn't stop you from  
always being your hardworking and  
determined self.

---



Mostly D's: Tiger

Your roar will always be heard,  
considering you're a tiger. You are  
assertive, dominant, and always  
making sure your voice is heard.

---



*Thank you so much for reading our second issue of "The Wild Times"  
newsletter. We look forward to continuing to share all of the stories and  
successes that Live Wild endures throughout the course of the year. -Taylor  
Goldman, Taylor Mills, and Reema Thomas*