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# HemisFoods Global

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*HemisFoods, Syosset High School (516) 364-5821*

## HemisFoods Participates in Entrepreneurship Conference

On October 27<sup>th</sup>, the HemisFoods team attended the VE Business and Entrepreneurship Leadership Conference at LIU Post in Brookville, NY. The conference began with Long Island's many VE firms gathering together in the Tilles Center auditorium. While there, the aspiring young businesspeople were addressed by speakers such as Dr. Rob Valli, the current dean at LIU's School of Management, as well as

Alfred Kahn, an LIU alumnus whose broad career in marketing included being a driving factor in bringing the Pokémon series to the U.S. After this, the firms were split into separate auditoriums where a representative from each company would make an elevator pitch. At the end of the day, the top pitches were to be announced. HemisFoods was represented by Chief Financial Officer Robert Scherne, who delivered a pitch in efforts of

attracting both judges and other students to the products and company goals of HemisFoods. As well as providing a competitive atmosphere, the conference served as a great place to meet and network with new firms to possibly contact later in the future. By the end of the day, the winners had been announced. Although HemisFoods did not emerge victorious, the whole team was very happy with Robbie's presentation.

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Visit our Website!

[www.hemisfoods.weebly.com](http://www.hemisfoods.weebly.com)

## Sales Team Delivers in Pitch to Administration

On November 30<sup>th</sup>, Administrators from Syosset High School paid a visit to the HemisFoods office with interest in the company. Assistant Principals David Steinberg and Chris Ruffini met with the HemisFoods sales team of Brandon Black, Zachary Chirinkin, and Cameron Mayer. In addition, CEO Harrison Rubin was present in the meeting. The sales team, in efforts to attract the administrators as possible buyers, gave a sales pitch regarding

HemisFoods' products, package options, and overall company mission. The meeting was long, with many questions being asked by administration in efforts to get a full knowledge of what they hoped to buy. Sales Manager Brandon Black gladly answered any questions they had and helped to best inform his possible customers. At the end of the meeting, the administrators decided to purchase approximately \$250,000 in HemisFoods products.

This deal was a great addition to the company's overall out-of-VE sales, and was a great way to cap off all the hard work the sales team put in towards preparing this pitch in the prior week.



## Presentation Team Participates in Regional Competition

On January 8<sup>th</sup>, 5 HemisFoods employees participated in the Regional Business Plan Competition at Farmingdale State College. The presentation group consisted of the management team of CEO Harrison Rubin, CFO Robert Scherne, COO Trevor Friedrich, and Head of Human Resources Taylyn Stadler. The team began by entering a room with judges and were given 10 minutes to fully present their business. Judges took notes on the presentation based on

how well the presenters summarized their corporate structure, external environment, and planning in the marketing and financial sectors. The presentation, dubbed by class supervisor Matthew Fiasconaro as "one of the biggest and most important tasks of the year", took months of preparation, as well as the 5 team members dedicating their time to meet in preparation over December break.



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## HemisFoods Team Attends Multicultural Fair

On October 24<sup>th</sup>, HemisFoods employees attended the yearly multicultural fair at Syosset High School. This fair was a great opportunity to try foods

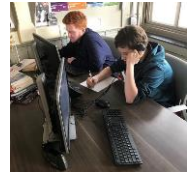
from across the world, and helped to better remind the team of the diverse world we live in. In the future, experiences like these can be beneficial to

## Sales and Marketing Teams Join LI Firms in Trade Show

January 8<sup>th</sup> was not only the day of the Business Plan Competition, but also the day of the Long Island Trade Show. This event, also at Farmingdale State College, was a forefront of exchange between Long Island's virtual enterprise firms. Each firm was given an assigned space in the large convention hall to create a booth where they can showcase their product. For the marketing and sales associates at HemisFoods, this was an important first taste of the trade show environment. The marketing team was in

charge of designing the booth to showcase the HemisFoods brand, while the sales team simultaneously worked to attract customers and finalize sales. Marketing put their creative skills to work, designing an international-themed booth in addition to giving free samples of snacks that would be offered in a HemisFoods box. The sales team, led by Sales Manager Brandon Black, traversed the convention floor with invoices in hand, gathering as much interest and purchases as they could, be it from fellow VE students, teachers, or VE faculty members. As a result of the hard work done by

the sales and marketing teams, HemisFoods was able to make approximately \$150,000 in sales.



## Management Shines in Emerging Leaders Competition

On November 29<sup>th</sup>, Chief Marketing Officer Andrew Newman and Chief Operating Officer Trevor Friedrich attended the Emerging Leaders Competition at St. Joseph's College in Patchogue, NY. The event was sponsored by the Huntington Chamber of Commerce and involved competitions across

many business fronts such as entrepreneurship, hospitality, retail, and entertainment. The two managers decided to enter the entrepreneurship competition and present a description of HemisFoods, along with the company's products

and philosophy. This was done privately with two judges, who proceeded to answer questions afterwards. Trevor and Andrew's presentation placed 3<sup>rd</sup> out of many firms from across Long Island, and serves as a testament to both the creativity behind HemisFoods as well as the skill of their employees.

fulfilling the company's mission of creating greater cultural unity through love of food.



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## ***About HemisFoods...***

At HemisFoods, we sell subscription boxes of various international snacks. Our options range from 1-time gifts to 12-month subscriptions.

HemisFoods gives its customers the ability to choose from a list of countries to receive a box from. In addition, our company and

employees share the passion to promote a more diverse society by uniting cultures through the love of fun, interesting snacks. In addition, HemisFoods strives to be a socially responsible company by donating a portion of our profits to the humanitarian organization *Action against Hunger*.



**ACTION  
AGAINST  
HUNGER**