



# Alpha Nutrition Company Newsletter

## February 2018

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## Welcome to Alpha Nutrition

AlphaNutrition, led by CEO Lilly Brown, was inspired by her observations at school, the gym, and between friends and family. She noticed that many people have the desire to create a healthier lifestyle, but are unsure of the best products to do so and how to use them properly. Ms. Brown consulted our star football player and current HR associate, Anthony Romeo, to formulate the idea of a business that could provide ordinary people with the opportunity to improve their everyday lifestyles with ease. Manifested was AlphaNutrition, with a vision to become a household name: supplying individuals with prepackaged supplements and vitamins on a monthly basis. We want to be of convenience regarding a plethora of needs such as fitness, wellness and weight-loss.

Employees Max Martini and Pat Blantik pose for a professional dress day.



Executive management diligently guiding the accounting department.

AlphaNutrition is a functional organization of 19 diverse, passionate and goal driven employees. Our executive management team formulated an ideal work environment, placing the most apt individuals in departments where they could thrive. Since then, we've held meeting after meeting to create a business that encompasses all that we believe in: the possibility of a better lifestyle for all people, of all ages, and at an affordable cost. To raise capital for the startup of AlphaNutrition, we began with out-of-network sales to interested customers and have presented to our Angel Investors to ensure a solid foundation. We will also be attending trade shows, consulting further investors and have begun sending email blasts to inform customers of the outstanding deals we offer throughout the month. We have been utilizing social media, such as Instagram and Twitter, to promote our budding company, draw attention to the enthusiasm within our workplace and inspire our customers.

# February Recap Around Lakeland



AlphaNutrition upper-management poses for the camera on professional dress day.

February was an eventful month around Lakeland Regional. The basketball team, led by HR associate Max Martini, celebrated their 4<sup>th</sup> victory of the season against North Arlington. The girl's team is rolling into the County Finals as the number 1 seed. Our winter track team is killing it this month with our long jumper Hasson Klingen brining in a first team all-county award and our very own CEO Lilly Brown qualified for Nationals in the pole-vault. FBLA, led by our operations Manager at AlphaNutrition Mike Tanajewski, is selling the world famous Krispy Kreme Doughnuts at the end of the month.

## Employee of the Month

Congratulations to our Digital Media employee Ryan Missey on being awarded the Employee of the month for the month of January. Ryan Missey put the department on his back and displayed his great work ethic consistently throughout the month of January. He is more than deserving of this award, congratulations Ryan.

# What's Happening Around AlphaNutrition?



The Sales and Marketing Departments merged just in time to do a seasonal advertising program promoting Valentine's Day and the Winter Olympics.



Throwback to our fearless leader Lilly Brown interviewing for the position of CEO.

*The accounting department is consistently on top of our sales, salaries, and insuring all of our assets are in place.*

Our Digital Media department officially has our AlphaNutrition website up and running promoting all of our fantastic products. To help out with the promotion of our products our Social Media Executive Marc Fajardo is consistently posting on our AlphaNutrition Instagram, Snapchat, and Twitter to let everyone know.

*The HR department is working hard to remind the office about the spirit of Valentine's Day with it's decorative bulletin board.*