



NEWSLETTER

TOPIC 1

January Trade Show

Congratulations to Gobi Outfitters for winning Gold in the booth competition at the Long Island Regional Trade Show! Thank you to the booth committee for your awesome work on our winning booth. Also, thank you to all the employees of Gobi Outfitters for their participation in networking and making sales for January! Congrats to our CEO, CFO, COO, CTO and Vice Presidents for an awesome business plan presentation!



TOPIC 2

Valentine's Day Package

As February arrives, our Design/IT Team is in the process of creating a Valentine's Day Package. The package includes one outfit for a woman, and one outfit for a man. The price will be \$157.46, which is reduced 10%. We are offering an additional Friends and Family discount of 10% for our employees. If you have any questions, ask any of the Design/IT associates!

TOPIC 3

Top Tips to Make an Effective Sale

- Know your product
- Know your target market
- Know your product's differentiator
- Be persistent
- Know your client
- Learn from your mistakes
- Enjoy the process

TOPIC 4

Employee of the Month

Congratulations to our December Employee of the Month, Eric Kemesies! The Gobi Outfitter's Team thanks you for all of your hard work in the marketing department, as well as what you do around the firm.

January 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <i>New Year's Day</i>	2	3	4	5	6
7	8	9	10	11	12	13
14	15 <i>Martin Luther King, Jr. Day</i>	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 <i>Groundhog Day</i>	3
4	5	6	7	8	9	10
11	12 <i>Lutheran's Birthday</i>	13	14 <i>St. Valentine's Day and Shrove Tuesday</i>	15	16 <i>Chow Mein Day</i>	17
18	19 <i>President's Day</i>	20	21	22	23	24
25	26	27	28 <i>Presidents</i>			

TOPIC 5

Gobi Word Search

z a v e p t n c t i r b t l e
 j h q h q o l o e r w f n f t
 f u i l i i f l m v o a l v a
 s u i h i w p d p l z f r l m
 m v s a p u j c e r b c m m i
 e a f k p n i g r w o x r o l
 f g r v h r s a a f r q u p c
 q v e l g s o d t s m c m s i
 m z n f u y v p u d c p n c h
 c v z j u e h b r z o f z l u
 c s g v n w h c e t o n a n g
 n l u t c g v j m x m v g m p
 h q u d e s e r t k t y o g q
 p r d a a m h h k g s f g d d
 e a z q r o c e q h k c k g q

adventure	fashion
climate	live
cold	nanotech
comfort	temperature
desert	warm

TOPIC 6

HR Announcement

Attention all Gobi Outfitters employees: If you are going on vacation in the next few months, and will be missing work days, please let HR know the dates two weeks prior. If you have any questions, contact an HR associate.

TOPIC 7

Volunteer Opportunity

To our Gobi Outfitter's employees: HR and the Executive Officers have joined together to plan a volunteer day for all associates to clean up Robert Moses State Park! This volunteer opportunity will be held on Tuesday, April 10th, 2018. Breakfast, lunch, and water will be provided!



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