

WE ARE BLOC

Bloc focuses on giving our customers a creative alternative to modern-day furniture. Our customizable modular furniture consists of varying sizes of blocks made from recycled plastic. Whether a person is designing or redesigning their space, we provide the tools for them to exercise their creative abilities. Bloc also exhibits our social responsibility through our partnership with Habitat for Humanity. Bloc is able to assist those whose lives have been affected by natural disasters or poverty by rebuilding their lives through rebuilding their homes.

Mission: Our customizable modular furniture empowers individuals to break the mold of traditional design and redefine what it means to start over.



BAKERSFIELD STATE COMPETITION

On January 17th and 18th, Bloc attended the Virtual Enterprise State Competition in Bakersfield, California. Wednesday, the 17th consisted of setting up Bloc's trade fair booth and participating in competitions ranging from Elevator Pitch to Marketing Plan. After competing, Bloc headed over to John's Incredible Pizza for games, rides, and food. The next day, Bloc took on the trade fair floor and sold to judges, visitors, and other virtual business companies while business plan was competing in finals.

At the awards ceremony, Katie Chabot and Ben Elbaum placed first in Human Resources. Natalie Deng and Danielle Choy placed first in Elevator Pitch. Damian Ugalde's website placed second, Lauren Guevara's Impact Marketing Board placed in the bronze level, and Madison Pearson, Cathy Wang, Jae Jin Lee, Rachelle Jin's Marketing Plan placed in the silver level. Bloc's Business Plan team, Kate Ba, Riley Collins, Catherine Latting, Lucy Tian, Tiffany Chen, and Will Hoadley-Brill, placed second in the state and the team will be going to the national competition in New York. Bloc is currently preparing for the Los Angeles Trade Fair in February.

1401 Fremont Avenue
South Pasadena, CA 91030
Fax: (626)441-5825
Phone: (626)441-5820 ext. 2513
Website: vei-bloc.com
Email: bloc.ca@veinternational.org
Editor: Madeleine Wong

UPCOMING IN THIS NEWSLETTER



**EMPLOYEE OF THE MONTH
CEO PROFILE
HABITAT FOR HUMANITY**

ARROYO VISTA MARKETPLACE



Arroyo Vista, a South Pasadena elementary school, hosted its second annual marketplace event. Kindergarteners to 5th graders were given the opportunity to sell their own products that they created. Before students brought their product to life, Bloc employees hosted workshops to walk students through the process of naming, branding, and choosing a logo. The presentations were broken up further by department to demonstrate that there would be start-up costs and pricing involved as well. After the presentations, students applied what they learned to their very own product and presented to parents and teachers. Popular items sold were slime and air plants. This marketplace gave the kids at Arroyo Vista an opportunity to explore the business world at a young age and learn something that isn't normally taught in a classroom. Bloc looks forward to working with the other local elementary schools to introduce entrepreneurship to the youth of South Pasadena.

EMPLOYEE OF THE MONTH: JACK CAMPBELL

Jack is a current junior at SPHS and is the Videographer on Bloc. This is his first year in the Virtual Enterprise program and he participating in the Sales Presentation Competition.

Q&A



Q: What do you think of the work environment within Bloc?

A: Working in Bloc is enjoyable because the returning members are accepting to those newer to Virtual Enterprise.

Q: What is the biggest challenge you have faced?

A: Filming the commercial was hard since it is difficult to portray our product without spending the money on the actual blocs. I finally settled on painted boxes which worked out great.

Q: What has been your favorite part of Virtual Enterprise?

A: I like the collaboration within Technology when creating images, formatting catalogs, and planning the commercials.

Q: What are you looking forward to?

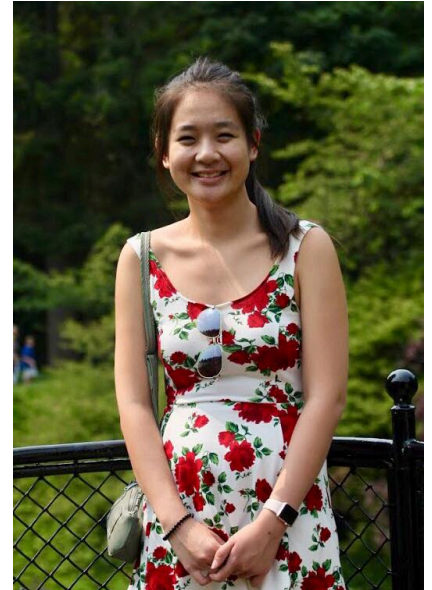
A: I'm excited to attend my first trade fair and see what other companies have been working on as well as showcase what Bloc has accomplished.

KATE BA: CEO PROFILE

Senior Kate Ba was previously involved in Business Plan and served as a Graphic Designer during her junior year. She has learned how to communicate the company's brand through visual elements like the catalog and also served as the Team Lead in the Sustainable Business Plan competition. As the Virtual Business club secretary, Kate organized behind-the-scenes aspects of hosting events and coordinating fundraisers. This experience prepared her to become CEO of this year's Varsity Virtual Business Team.

Kate enjoys the fun and unique product that Bloc sells and feels like many members of the team are genuinely excited and passionate about the company. As CEO, most of her work is focusing on the company trajectory and vision. With the Board of Directors, she determined Bloc's goals for the year, including excellence at competitions and overall cordial company environment.

Outside of Virtual Business, Kate enjoys painting and drawing at art studios and playing board games. She is also the ASB Commissioner of Academics and is regularly involved with many academic centered events. Her main goal for Bloc is to do well at competitions. This also ties into company morale, because when members of Bloc win, everyone feels a strong sense of pride and accomplishment. "Kate is hardworking and driven, but it is not rare to catch her having fun and joking around with her fellow Bloc employees," said Vice President of Human Resources Katie Chabot.



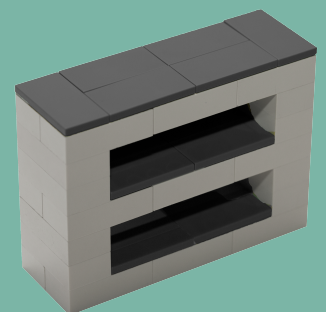
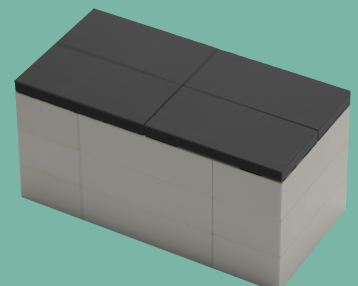
Kate Ba
17 years old
Senior
Pursuing a college
education in business

WHAT IS MODULAR FURNITURE?

Modular furniture is composed of standardized units and allows people to customize their living spaces without limitations. Our product enables our customers to build anything they want, giving them complete creative control. Individuals never have to settle for furniture below their standards, and they can always modify their living space by taking apart their furniture and building a new creation.

FEATURED PRODUCT: BLOC'S MEDIUM PACKAGE

The medium package includes 30 Blocks, 10 Squares, and 15 Toppers in sleek, vivid, and slate colored sets. This allows individuals more freedom to create a greater variety of items. This includes but is not limited to: large chairs, book shelves, and small desks. Our medium package allows customers to further delve into the world of Bloc. With more blocks to build with, the possible creations become more intricate.



WINTER BREAK DEPARTMENT BONDING



Over winter break, each department met up to get to know each other outside of the classroom. This year, Bloc wants to create meaningful friendships that go beyond preparing for

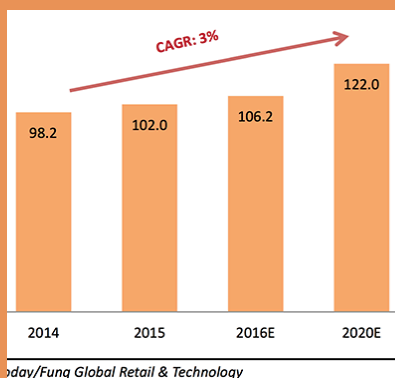
competitions. The bonding activities ranged from meeting up to get boba to hanging out and playing board games. Operations decided to be adventurous and go Go-Karting. Finance went to a local boba place to mingle and drink tea. Human Resources had a picnic in the park and brought their pets to play fetch with. Marketing worked hard over winter break to prepare for the trade fair booth. Sales also worked together over break to create a Sales Training Day for Bloc when everyone return from break.



HABITAT FOR HUMANITY

Habitat for Humanity emphasizes helping people both locally and globally by building or improving homes for the less fortunate and those affected by natural disasters. Bloc contributes to Habitat by donating sets of our blocks to its "ReStores" where they will be sold at discounted prices. Bloc employees volunteer to ensure that we fulfill our philanthropic mission. At "ReStores", employees are organizing, cleaning, and transporting home furnishing items. Employees who volunteer through construction are in the process of building a local set of homes near the Rose Bowl in Pasadena, California.

REAL WORLD FURNITURE TRENDS



1. Experiencing a 3% compound annual growth rate
2. Predicted to reach \$122 billion by 2020.
3. Multi-functional, versatile furniture is gaining popularity