



Limitless Winter Newsletter



Becoming Limitless

Limitless is stretching its own limits as we continue with our new branding and new experiential experience direction. After our success at the Southern Region Trade Show we are excited to focus on engaging our customers and connecting them to new experiences.

While we help our customers #BeLimitless, we also challenge you to learn something new this quarter! Take this chance to grow and we will #BeLimitless together!

IMPORTANT DATES

Mark Your Calendars

December 14th

All Company Meeting

December 22nd - January 8th

Winter Break

February 2nd

Great Lakes Regional Conference

March 16th - 19th

Bay Area Trade Show

Limitless

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Our Mission

At Limitless, we connect people who aspire to test their personal limits by providing active, experiential entertainment that challenges their intellect and physique.

Social Media Tips

We have all had those moments where we post the wrong thing on social media, but there are ways to avoid this sort of problem. Here are a few:

- Never talk about your personal problems on the internet
- Try to be as positive as you can be
- Do not mix your professional life with your personal life on social media
- Learn the do's and don'ts of hashtags

#YouAreWhatYouPost

A Letter from our CEO

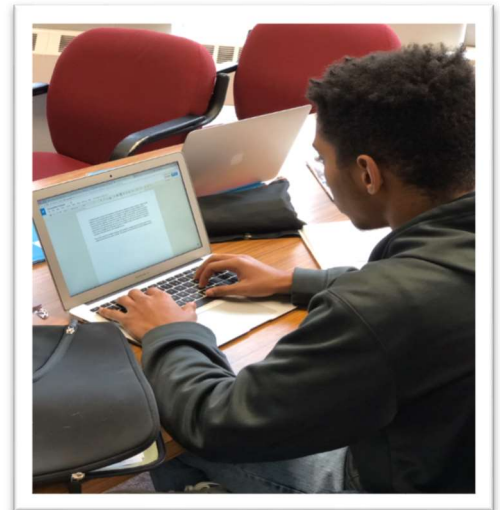
It's surprising how fast the 2017 year went by, but this year was a productive year for Limitless. Our amazing marketing department developed wonderful new events for our new direction. As a company we were not sure if the change would work, but our first trade in Pigeon Forge, Tennessee turned out to be a huge success for the company. We made a lot of sales and gathered a lot of feedback about our products.

We also won a lot of awards because the entire company worked together. I am proud of everyone! With these wins under our belts the company moved forward to compete in the business plan competition at Northern Illinois University. Huge thanks to the presentation team. They were challenged to create an oral presentation and perform it in front of a panel of judges to give them insight into our plans for the company and our strategies. Not an easy task, but they achieved their goals.

In 2018, the company plans to continue improving our marketing efforts. Our main goal is to increase on-line sales. We will be asking everyone to step up to work on that effort. We will also be developing a new trade booth for the Great Lakes Trade Show in February and the Bay Area Trade Show in March. We are looking forward to hearing your ideas.

Limitless will continue to strive to be the best company it can be and to provide Limitless experiences for our customers.

Van Boyd



Follow Us on Our Social Media Accounts

Snapchat: @limitlessvei

Twitter: @limitless_vei

Limitless Experiences



Business Plan Presentation

A team of employees traveled to NIU to present our business plan to a panel of judges. It was a new and exhilarating experience. Our written plan, the result of weeks of work, earned a 1st place for Limitless.

Tennessee Tradeshow

As a firm, we traveled to Pigeon Forge, Tennessee for the Southern Regional Tradeshow. Employees worked together to sell and promote our products to other companies. Altogether, the whole class gained valuable knowledge about how to sell and how to plan and organize an effective trade show booth.

We also came home with a Second Place trophy in Sales Materials as well as Top Ten finishes in Branding, Newsletter and Marketing Plan. These honors allow us to attend the Bay Area Trade Show in Oakland, California in March.



Thanks to Jon Jakobsen, Emily Matos, Matt Baratta, Ian Boyd, Moises Samano

Real World Business: Hot Topics

"India Climbs Global Ranking"

India jumped 30 spots in the global business ranking and is now ranked 100. This is the first time India has made such a dramatic leap. For other countries, like the U.S, this means that India is willing & able to trade in global business.

Your turn: *How could this change be an opportunity for Limitless?*

First person to e-mail Administration with their thoughts wins a chocolate bar!

Quote of the Quarter

"The limit is not in the sky.
The limit is in the mind."

Thanks to Eliana Lebron, Accountant, for submitting this quote. Eliana said that the quote reminded her of what we are trying to provide to our customers – the chance to #BeLimitless

Submit a quote for our next newsletter by e-mailing Administration.

Limitless Fun

Sure, we work, but we have fun too! Send in your photos so we can highlight you and your department!



PJ wrapping presents for Adopt-a-Kid.



Rocking our new company polos.



Zach & PJ are modeling their Ugly Sweater looks.

Product Focus: Xtraction

Video gaming fans! Live your fantasy. Create your team and face off: Humans versus Zombies. Overcome obstacles as you attempt to reach the extraction zone without being turned into a Zombie.

Our latest product, Xtraction, is exciting our customers. For \$1,000 we provide the costumes, makeup, venue, and experience. This event is fun for friends but we have had success promoting it as a perfect team bonding experience for companies.



Employee Spotlight Dena Stranski



Dena Stranski is a valuable member of our HR/ Admin Department. She worked for hours, staying late and working at home, to professionally format our business plan. She is our go-to person whenever a job has to be done well. Dena is very familiar with Word and is a vital partner when designing and fixing documents.

Dena is a 4-year varsity cheerleader and a 3-year varsity softball player. Her favorite past-time is enjoying time with friends.