



The Blend Caves Newsletter

LIFE AT THE BLEND CAVES

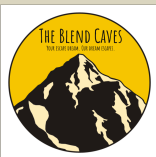
Working at The Blend Caves is a great experience. Everyone here has a great personality and no one is singled out. We have a party for each holiday and for everyone's birthday to always keep the fun going. Each Friday we have a great team bonding exercise. The team bonding has given each employee a chance to learn more about each other and has also given us the time to bond with one another. We've attended a trade fair in Pigeon Forge, Tennessee and plan on attending the Virginia Beach trade fair. These trips allow the employees to grow stronger with one another. I have gained many skills while being an employee at The Blend. Each person here strives to do their very best and helps someone that needs assistance with a different task. I was recently the head of a project called Panther Care Pack Care Packages. The Panther Care Packages were drawstring bags that contained travel size hygiene items and they were given to students that didn't have these items provided to them on a day to day basis. I have been apart of The Blend for two years and it is an experience that I will never forget.

—HR Manager, Kintwon Pettiford



EMPLOYEE OF THE MONTH

Our January Employee of the Month is Porter Boroski. Porter is the Financial Manager here at The Blend. Porter shows great work ethic and always gets his job done. Even though Porter is a quiet person, he has the outgoing ability to do anything he put his mind to. Thank you to Porter for being an excellent employee!



Hot Product

Super Bowl Sunday is right around the corner and whether you're an Eagles or Patriots fan we have the perfect room for you! Our new and improved Sports Cave is the perfect spot to host an incredible Super Bowl Party. We will gladly customize the room with your favorite team merchandise to ensure that you can root your team on in style. This cave comes with a large couch to fit all of your guests as well as recliners. The flat screen TV allows everyone to have a crystal clear HD quality experience while watching the big game. This month we will be offering a special discount! Our sports room will be \$4,500 the whole month of February.

PIGEON FORGE TRADE SHOW RECAP

While in Pigeon Forge The Blend had great success in the different competitions that we entered such. We entered in the competitions as follows: Human Resource Case Study, Elevator Pitch, Website, Sales Materials, Company Branding, Newsletter, Video Commercial, Marketing Case Study, Impact Marketing, Salesmanship, and Booth Design. From the I.T. perspective, we displayed our website on a screen. Individuals enjoyed seeing the different rooms. It helped them imagine how it would look in their own house and helped The Blend Caves sell more rooms. Although we didn't win any competitions, we made a lot more sales than anticipated and made the most money that our Blend company has ever made at Orange High School. We are working to improve our competitions in order to be a better competitor at the Virginia Beach Trade Show and take home victories.





INDUSTRY/REAL WORLD NEWS AND TRENDS

The Entertainment industry has begun to grow a heavy reliance upon fans, mainly zealotus fans unquestionably devoted to the media in question. This is because of the economic, social, and emotional influence of fans and the fact that avid fans who make up 10% – 20% of a company's customers drive up to 80% of that same company profits. The increase of this reliance is leading to an increase in competition that is removing the ability for businesses to cater to the eyes of casual users. This has led to an increase in the popularity of more expensive luxury goods, similar to the products we offer. In order to remain competitive in the current market we need to devote more of our marketing focus towards advertising on social media, mobile devices, and streaming, which are rapidly growing as sources of media consumption.



COMPANY OVERVIEW AND GOALS

The Blend Caves is having a phenomenal year and is running smoothly. From gaining corporate partnerships to raising over \$2,000 in fundraising, we are very pleased with how things are going. Going forward, we hope for continued success and more growth. In the coming months, we will be attending a trade show in Virginia Beach, where we hope to beat our record sales goal that was made in Pigeon Forge, where we had over \$200,000 in sales. Our goal is to continue providing each and every customer with their dream room in the comfort of their home. No longer will you need to spend thousands on a vacation that will end after a week! Now, The Blend Caves offers the opportunity for you to have this relaxation escape right down the hall, all the time! We hope you will check out the variety of rooms we already offer, ranging from sports 'caves' to art and photography studios. Also – even better – NEW ROOMS ARE COMING SOON!



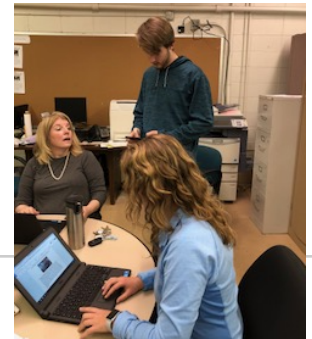


DEPARTMENTAL UPDATES

The last two months have been pretty busy for the Human Resources department. The beginning of December was dedicated to a service project, Panther Care Packages, created by our Manager Kintwon Pettiford. The purpose of the project was to give hygiene and food packages to families who may not be able to afford it. The package included things like, deodorant, toothpaste, mouthwash, chapstick, body wash, shampoo/ conditioner, and more. The task was given to clubs around the school to donate these items so that we could fill the bags. The end result was much better than expected. We ended up with more bags than we needed.

Another event in December was our annual Company Christmas party. We rearranged the room to look like a dining room would at Christmas. We even had various food items for everyone to enjoy. Prior to the party, we each drew names for Secret Santa. The party was where the gifts were exchanged. It was a lot of fun! Overall, December was a great month for the Human Resources Department and we can't wait to see what 2018 has in store.

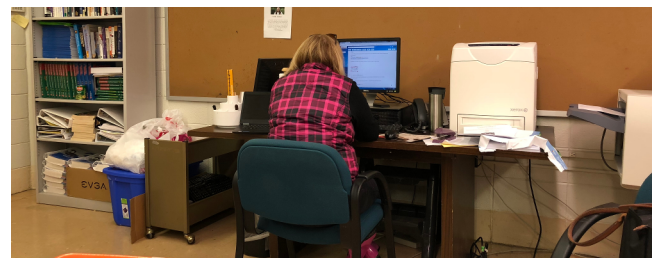
Following our Pigeon Forge trade show and filing our payment request, we began almost immediately preparing for our next trade show after deciding not to attend New York due to travel and hotel expenses and settled on the Virginia Beach Trade Show. Before completing out W2 forms the Finance department had to make adjustments to some of our employees salaries under direction of our CEO and promoted one of our HR associates to a Co-HR Manager for her outstanding work at our last trade show, and her diligence and consistency at work. Following that we helped to simplify the process of completing W2 forms for our employees and helped guide them through the process.



MORE FROM OUR DEPARTMENTS

The Sales and Marketing team at The Blend Caves has had an extremely productive past couple of months. We had an extremely successful trade show in Pigeon Forge, Tennessee where we received an honorable mention for our Sales and Marketing competition. We have also recently began preparing for the Virginia Beach trade show by making new additions to our product line to appeal to a more diverse target market. We also decided to enter new competitions to gain new experience and better articulate our marketing plans.

The I.T. department as of lately has added the bio features to our website when you click on our employees. Also we have been planning changes that need to be completed to improve our website. We are soon going to add new room themes to The Blend such as a beach room. The team here is preparing for our Virginia Beach Trade Show completion coming up in March. Everyone is working hard and working out the kinks from the last trade show.





The Blend Caves is on Social Media!!!

- FIND US ON INSTAGRAM @ BLEND_CAVES
- FIND US ON TWITTER @ OHSTHEBLEND



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