

# THE CRUMB CONNECTION



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## IMPORTANT EVENTS

Trip to The Pie Shoppe  
*December 21, 2017*

Company Holiday Party  
*December 22, 2017*

Farmingdale Trade Show  
*January 9, 2018*

New York City Trade Show  
*April 17, 2018*

## LOCAL TRADE-SHOW IN FARMINGDALE

On January 9th, 2018, the crumbConnect team attended its first trade show located at Farmingdale State College. The team gained a prodigious amount of experience and refined the skill of making sales to other firms. All of our departments worked collaboratively to set up our booth. Attending the trade-show finally enabled us to network with other firms and exchange our contact information for possible business in the future. We were able to analyze other firms and their booths as we seek to make ours all the more attractive for the next trade-show.

A major factor that attracted people to our booth was the cookies that we were giving out. In addition, our extraordinary executive team presented our business plan to a panel of judges.

crumbConnect's first trade-show was a successful learning experience for our company. Our sales have since skyrocketed and we could not be more proud of our team!



## WANT MORE INFORMATION?

Visit our website:

<https://crumbconnect.wixsite.com/crumbconnect>

Follow us on Instagram:

@crumbConnect

Email us:

[crumbconnect.ny@veinternational.org](mailto:crumbconnect.ny@veinternational.org)



## ANNUAL HOLIDAY PARTY



Towards the end of December, we decided to spread some holiday cheer and gather the team for a holiday party. While earning a well deserved

break from our hard work, we continuously aim to make our team stronger through bonding activities and events just like this one. We enjoyed ourselves while getting together with snacks and drinks, especially those from our sponsors at The Pie Shoppe. They were generous enough to donate a custom cake to celebrate our success. The party brought our team members closer together which will undoubtedly have a positive impact on our workspace throughout the new year and beyond.



A very special thanks to our sponsor, Spiro Kitovas, of the Pie Shoppe who has not only provided us with insights into the baking industry, but also delicious desserts. For more information, don't forget to check out @thepieshoppeny on Instagram!

## EMPLOYEE OF THE MONTH: ALEX COOPER

On behalf of his exceptional performance and initiative in the marketing department, Alex Cooper has been awarded the crumbConnect Employee of the Month. Here at crumbConnect, we value the contributions made by each person within our organization. Our Employee of the Month title is not given, it is one that is earned. The nomination requires not only hard work and dedication, but also going above and beyond to better our company as a whole.

During the month of December, Alex Cooper exceeded employee expectations. Apart from completing his tasks, Cooper also collaborated with his peers effectively, took on extra projects, and volunteered his spare time, all in the best interest of crumbConnect. Cooper is loved by all of his associates at crumbConnect. "Alex is hard-working, dedicated, and a great guy. He is truly a superior member to our team," said one of his colleagues, Jason Schwartzberg.



Alex Cooper (pictured left) and Justin Adel, CEO (pictured right)

## 2018 LONG ISLAND EXHIBITION SOCIAL MEDIA CONTEST

Due to the diligent efforts of our Sales and Marketing team, crumbConnect has won the 2018 Long Island Exhibition Social Media Contest. By uploading pictures on our Instagram, @crumbConnect, and gaining the most comments and likes, we won \$5,000.



## IMAGES



TRADE-SHOW



HOLIDAY PARTY



EMPLOYEE OF THE MONTH  
JANUARY 2018