

Monday, March 28, 2022

Dear Team Members,

While it's been roughly a month since we were all together at our Annual Meeting, I wanted to send a follow-up to what I thought was a great event. I truly enjoyed seeing all of you since it has been more than 2 years since we were last together. I really appreciate everyone taking the time to join us in Atlanta and for those of you that joined us on Zoom to make the meeting a huge success. I have heard from several since the meeting that had so many positive things to say about the meeting.

I would also like to thank all of you for your thoughtful contribution to the **Sandy Alifeld Scholarship Fund**. As you could tell by my emotions, my mom meant a lot to me and while it has been 25 years since she passed away, her spirit which embodied Pro Chem will now live on forever as we continue to do good things in her honor.

I again would like to thank those that helped with the meeting to make it such a positive experience, but one person I failed to acknowledge is our very own Sheila Cruse. I know she would have loved to see all of you at the meeting and we all sure missed seeing her.

I would like to thank the entire sales team for their generous contribution to the office lunch at Longhorn, I am certain everyone will enjoy getting out and having lunch together.

There was a lot of information shared in a short amount of time, but I would like to share some of the items discussed during our **Team Leader** meeting and **Prestige Club Meeting**.

Thanks to some great brainstorming sessions, we plan to make the following changes immediately.

1. To improve communication regarding backorders, we plan to add all replacement products to the Product Update when something is backordered. We also will be adding a suggested substitute field in NetSuite so when notified of a backorder, you may offer your customer a substitute product.
2. While we haven't settled in on a name yet, we will be changing the name of our Team Leaders as well as increasing the responsibilities of our Team Leaders.
3. While not formally discussed at the meeting, we will not be having an in-person meeting this summer but rather we are encouraging all Team Leaders to host either an in-person Team meeting or a virtual meeting.
4. We have also made a change to the **New Account Bonus Program**. We will be reducing new over a year from a \$250 minimum order to a \$150 minimum order beginning April 1st. In addition, we will be adding a second-tier bonus at 8 new accounts in a month of \$500. We hope this will encourage everyone to continue to open new accounts and expand your business.
5. Since much of the communication can be negative, especially pertaining to backorders, we plan to introduce a **Monthly Newsletter** which will include success stories and product spotlights. Each team will be given the responsibility of helping with the spotlight information.
6. We will be adding **Refresh Holiday Morning** as a permanent Refresh fragrance so it can be sold year round. We will also be adding new fragrances of **Evoke** and **Air Tags** in the coming months.
7. The Prestige Club requested that we go back to offering a **Free Promo Product** which will begin doing at least once per quarter.

It appears that many of the new products have already been well received by our customers after seeing several sales for Air Fresh, Citra Foam, Glass Defender, Bio-Zymatic, Lavender Fresh and Detailer Elite. As I mentioned, we plan to continue to offer RTU liquid products over the next several months, as we continue to improve our lead times for many of our top selling aerosols. We also plan to continue to introduce bulk products such as a new solvent degreaser and penetrant / lubricant that can be used as a replacement to some of our aerosols.

I would like to thank our presenters, Sheila Thompson, Debbie Squires, Lori Nelson, Cathy Johnson, Ticia White, Kendall Kilby, Beth Preiser, John Orck and Heather Schofill, as well as Hallie Clement for leading the activity. Also, I would like to give a special thanks to Cindy Ann Breaud for taking the time to present Chain & Cable Lubricant on her recent Lunch and Learn.

I hope everyone enjoyed our keynote speaker, Elizabeth Dixon. I know we can take the things we learned and expand our Customer Experience to be even better than it is today.

And of course, we closed out the meeting with our Awards Banquet. For those of you who were not able to be at the meeting, I would again like to congratulate all of you on your amazing accomplishments.

We are also excited about our upcoming trip to San Antonio in September. While it is a break from our traditional Caribbean Beach trips, I know it will be equally special and a memorable experience for anyone on the trip. If you haven't already secured your spot, please make sure you do your best to join us at the La Cantera Resort & Spa.

Also, as we are all painfully aware, gas prices are hitting us all hard in the pocketbook. As a way to offset some of the recent increases, Pro Chem is awarding an extra \$3 per order on your Visa Reward Card. While this most likely won't fully cover your added gas expense, I hope this will help relieve the pain at the pump a bit. We also plan to do several spiffs throughout the year to help as many of you as possible such as the True Bond Patch Spiff. There is still time left to sell True Bond Patch and earn some extra cash.

Again, I would like to thank all of you for all of the hard work and effort you put into making 2021 one of our best years yet. I look forward to everything we have to offer in 2022.

Randy