

PRO CHEM SPOTLIGHT

Dear Team,

It's been a few weeks since we were all together in Atlanta for our 2024 Annual Sales Meeting and from my perspective, the meeting was a huge success. I wanted to take a moment to express my gratitude and pride in each one of you for your contributions during the meeting. Each one of you that attended contributed to your positive energy that was buzzing during the two-day event.

During the meeting, it was evident that everyone brought their "A" "game showcasing not only our expertise but also your dedication to driving results. The energy and enthusiasm in the room was palpable and I couldn't be more pleased with the collaborative effort and teamwork displayed. As I mentioned in the meeting, we do have our own version of the "DREAM TEAM".

Once again, the highlight of the meeting was hearing from our resident experts including Tyler Long, Jack Sumner, Dana Fulk, Sheila Thompson, Stephanie Phillips as well as our teams Cindy Lord, Debbie Squires, and Cindy Breaud. Also, I have often said one of the keys to a successful product launch is the initial presentation. Cindy Lord and her team did a phenomenal job in presenting Foam N Fresh, No Fly Zone and Protect-O-Shield because these 3 products are flying off the shelves. So much so that the day after the meeting we ordered more of all 3 products, which we expect to arrive very soon. In addition, I have heard great things about Get Gone, Thunderbolt HD and Cool Flo.

However, for me as usual, the highlights of the meetings are the times I get to spend with many of you during the off times where I am again reminded of what a great team we truly have at Pro Chem. Evident from my emotions when Karen gave me the thoughtful Pickle Ball lessons and bag, I appreciate it very much. Even if the pickleball lessons don't help improve my game, I will certainly look the part when walking onto the court when the weather warms up.

As you can see from the barrage of emails sent out since the meeting regarding some of the products introduced, Team Director Notes and Prestige Club Notes, the Aruba trip and several emails regarding our new products, our team at the office hit the ground running after the meeting.

Moving forward and "GO FOR THE GOLD", let's carry this momentum with us and continue to build upon our achievements. Let's remain focused and innovative in our approach by utilizing some of the things learned at the meeting and of course always keeping the needs of our customers at the forefront of everything we do. I am incredibly honored to be in my position, surrounded by such a talented and driven team that together we will reach even greater heights in 2024!

Randy



Congratulations to Pro Chem's 2023 Award Winners! We loved seeing everyone in Atlanta at the Sales Meeting!

Salesperson of the Year: Karen Rattray - \$1,237,652.13 - 2023 Sales - *Record Breaker*

Salesperson of the Year Runner Up: Speranza Crane - \$754,869.76 - 2023 Sales

Salesperson of the Year 2nd Runner Up: Lori Nelson - \$633,178.61 - 2023 Sales

Rookie of the Year: Karli Parker

Rookie of the Year Runner Up: Shannon Barnes

Junior Rookie of the Year: Angie Mesick

Most New Accounts In a Month: Beth Preiser and Brianna Holliman - 11 new accounts

Most New Accounts In a Year: Kevin Kline - 56 new accounts

Most Orders in a Month: Karen Rattray - 108 orders

Most Orders for the Year: Karen Rattray - 1,038 orders

Largest Average Order: Karen Rattray - \$1,192

Most Sales In a Month: Karen Rattray - \$143,243

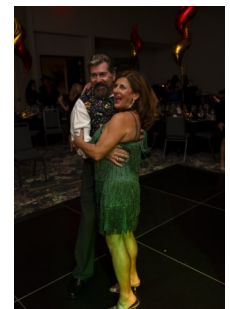
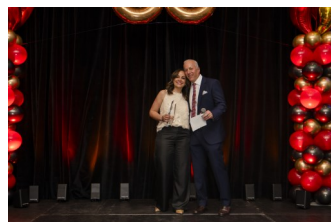
Largest Order: Stephanie Phillips - \$50,504 Order

Most Outstanding Growth %: Jennifer Barnett - 72% Growth

Most Outstanding Increase over 2022: Kendall Kilby - \$215,817 Increase

Most New Accounts In a Month - by a Rookie: Shannon Barnes - 10 new accounts

Most New Accounts In a Year - by a Rookie: Karli Parker - 64 new accounts





Stellar Start to 2024

Best Month in January 2024



Dana Fulk
Sold \$28,500



Valentine's Day 2024

1. Valentines Day is said to be the second most popular day to send cards, after Christmas.
2. The first Valentine's Day letter was written in 1415.
3. The most popular Valentine's Day gifts are flowers and chocolates.
4. Valentine's Day is a popular day for proposals and breakups.
5. 250 million roses are given every Valentine's Day.
6. Valentine's Day is over 1,500 years old.



GO FOR THE GOLD



Contest Standings as of 2.9.2024

- Julia Schwing: \$4,123
- Heather Schofill: \$3,330
- Kim Fetzer: \$2,963
- Stephanie Phillips: \$2,188
- Kendall Kilby: \$1,966
- Megan Deane: \$1,928
- Cindy Lord: \$1,850
- Cathy Johnson: \$1,838
- Mary Gallimore: \$1,729
- Lori Nelson: \$1,619
- Debbie Squires: \$1,610
- Roxanne Pemberton: \$1,563
- Beth Preiser: \$1,552
- Alyssa Berard: \$1,309
- Brianna Holliman: \$1,251
- Sondra Parker: \$1,179
- Becky Bailey: \$1,167
- Brittany Bledsoe: \$1,043
- Mary Beasley: \$1,039

Alumin-Nu In Action!

Special thanks to Lonna Grimmatt for sharing pictures of **Alumin-Nu** in action! Lonna said the product works great at tackling lime scale and corrosion from a boat. It cleaned the surface quickly and left the boat looking bright and clean! Alumin-Nu is a safe product alternative to hydrofluoric and sulfuric acid cleaners.

Thank you for sharing these before and after pictures, Lonna!



BEFORE



AFTER



BEFORE



AFTER