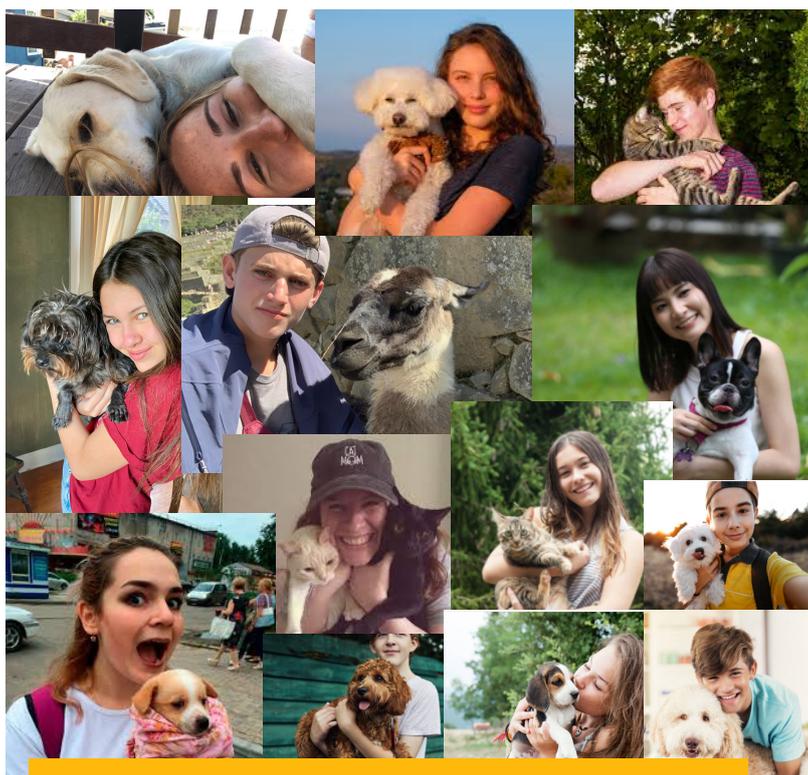


JANUARY • VOL. I • ISSUE. II



# TREKERS

MONTHLY NEWSLETTER



trekers' employees LOVE THEIR PETS!

## TABLE OF CONTENTS

- 2: Letter from the CEO
- 3: Employee of the Month, Product Spotlight, COVID Safety Tips
- 4: New Year's Recipes & Employee Benefits
- 5: Charities, S.P.C.A. Donation, & Upcoming Dates

## MISSION STATEMENT

Trekers provides an innovative GPS, Health, and Activity tracker that establishes peace of mind knowing that your pet is secure and healthy. Wherever and however your dog Treks, we strive to monitor the wellbeing of your companion.





## Letter from the CEO

Hello everyone!

As we conclude 2020, I want to thank you all for your dedication and patience during this unique time. A quick spotlight on all of your achievements: Great work to all employees for selling \$80,000 of product at the December Trade Show and earning a "Gold Ranking" in all online competitions, Special recognition to Marketing for an outstanding video commercial, to the Business Plan Team for advancing to Round 2 of their competition, to IT for the new and improved website, and finally HR for all the bright smiles as you attended to the needs of Treker's employees during our distance venture. The culmination of all your efforts and hard work make Trekers the great company it is.

Keep up the hard work!

-Isabella Caputo

CEO



## Did You Know?

Approximately 10 million pets are lost every year in just the U.S. One in every three pets will become lost at some point in their lives. More than 75% of dogs and cats without ID tags or microchips never return back to their owners.

## Employee of the Month



The H.R. Department is excited to announce the employee of the month for January 2021 is... Maggie Gless of Marketing! Maggie has been working tirelessly in not only creating all of our social media channels, but also spearheading the radio commercial. We look forward to seeing this hard work and dedication continue in the future as well. You are helping our company succeed, thank you!



## Customer Review

The GPS collar is a life saver, literally! Thanks to Trekers, I was able to track my dog instantly after he got out. 

-Jenna from San Diego



## Product Spotlight

Trekers now offers a new flavor for our line of Munchers! We know how much your pet means to you, that's why we've launched hip and joint Munchers to ensure that your furry friend continues to thrive. This product contains supplements rich in nutrition such as glucosamine and chondroitin sulfate. Our company is striving towards highlighting this product and expanding our market of pet treats.

## The Trekers' New Years Recipe Book



Happy New Year to all our Trekers employees! Welcome to 2021. In order to start off the new year right, we have made a commitment as a company to strive to make better choices daily to help our overall health. We asked all our employees to submit their favorite healthy recipes. We took these recipes and made them into a digital Trekers' recipe book. Make sure to check your company e-mail! We hope you all enjoy them. We can't wait to kick off a new year full of new possibilities with our amazing company.

Happy 2021 Trekers!

## Employee Benefits

Trekers ensures the safety and wellbeing of all employees in everyday tasks and procedures, whether it be using machinery or developing the website. Trekers also prides itself on its outstanding benefits package. For example, we provide part-time Associates and their eligible dependence the opportunity to enroll in dental coverage through Delta Care USA (a dental HMO plan), voluntary vision coverage through Vision Service Plan (VSP), Basic Life and AD&D (for all part-time Associates working an average of 10 hours or more per week) and voluntary Life and AD&D. Trekers has established a retirement plan with Defined Contribution Profit Sharing Plan and 401(k) Plan for the benefit of our full-time and part-time Associates who meet the eligibility requirements for participation in the plan. Based on the percentage of their annual salaries, Associates who are eligible will receive matching company contributions. So keep up the good work and let's get going! If you have questions, please see the H.R. department.

## Staying COVID Safe!

Covid-19 continues to surround people with obstacles daily. At Trekers, we are taking proper precautions to ensure the safety of our employees. Some of these safety measures include conducting meetings virtually as well as interacting and communicating with one another online. If we all stick together and adhere to these guidelines, we are consistently taking steps closer towards defeating this virus.

Treker's H.R. employees

# Our Charities



Frankie's friends is a national non-profit organization that works to find cures to various diseases and to save pets suffering from cancer and life-threatening conditions. Frankie's friends has been working tirelessly since 1999 to help pets, and has saved the lives of many sick pets.

H.A.L.T. is a local non-profit animal rescue that rescues dogs and cats, provides them with medical attention, and finds them homes. H.A.L.T. is dedicated to help the nearly 20,000 dogs and cats that are euthanized annually in Kern County.



Next month, our employees will be delivering bags of Munchers to help out these great charities!

## Trekers' S.P.C.A. Donation

As a company dedicated to helping pets, we feel it is important to do more than just make beneficial products. So we decided to go into the community and contribute! We gave our local S.P.C.A some of our products and other supplies to help them during these financially trying times.



With COVID, we are limited in the help we can provide. Once it is safe, we intend to do much more in person service projects such as dog walking, helping out at adoption events, and pet washes. In the meantime, we will continue to support local businesses which share our goal of helping pets.

## Upcoming Dates

Company Meetings: Mondays

Business Plan Round 2: 2/2

February National Trade Show: 2/11

Virtual Valentine's Day Party: 2/12

March Western Trade show 3/10