




VOL. 5




Closing the loop of neoprene waste.

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January Round Up

January was a very busy month for Neo. Starting off the new year, all employees worked together to prepare for Bakersfield competitions. HR, Marketing, and Business Plan all qualified, giving employees about two weeks to prepare for further advancement. January included many presentations for the leadership team along with many training tasks and contributions from the associates. Without the strong community of hardworking and supportive individuals, our success at Bakersfield would not have been possible.



Products of the Month



Our Snow Bundle has been our top sell for the cold January. Visit neo-ve.com to check out all products and bundles!

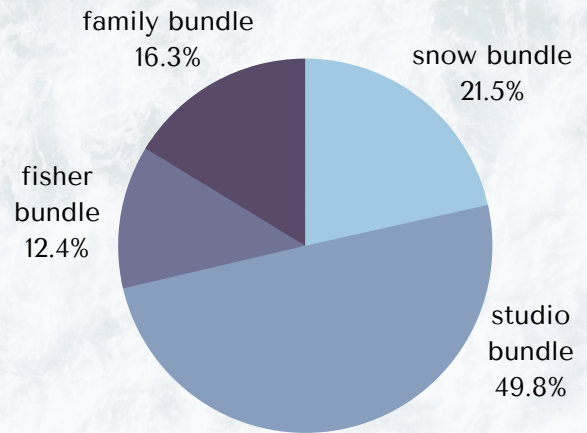


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State Competition 2023

Neo had the privilege of being able to compete in the Marketing, Human Resources, and Business Plan Competition in Bakersfield, CA on January 25th-27th. The presentations went exceptionally well and we took home many awards. Our sales from the trade show improved even more.

Trade Show Sales



In addition to those sales, Neo has also sold 136 memberships, providing consumers with discounts on products, National Parks, and Ikon Ski Passes!

At the BLVD

January 26th, 2023



All VE companies had the night to relax with bowling, dinner, and arcade games after a long day of competitions. Employees had the opportunity to have team bonding time and network with people from other companies. A special shoutout to our sister company, Paradise, for taking first place on the bowling tournament!



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Awards



January 27th, 2023



Business Plan

Neo's Business Plan team has been presenting since November and placed 6th in the State Competition and will now move on to New York for Nationals in April.

Marketing Plan

The Marketing Team placed 3rd overall in California. They presented Neo's marketing plan to a panel of judges to share about our promotions, subscriptions, and investment opportunities.



Human Resources

The Human Resources team presented the Employee Handbook and shared what it's like to be an associate of Neo. They placed in the Top 10 in California.

Apprenticeship

The Apprenticeship competition was where everyone was put into teams and tasked with building a marketing plan for a Credit Union and then presenting to judges. Simone Shaw's team placed first in the competition.



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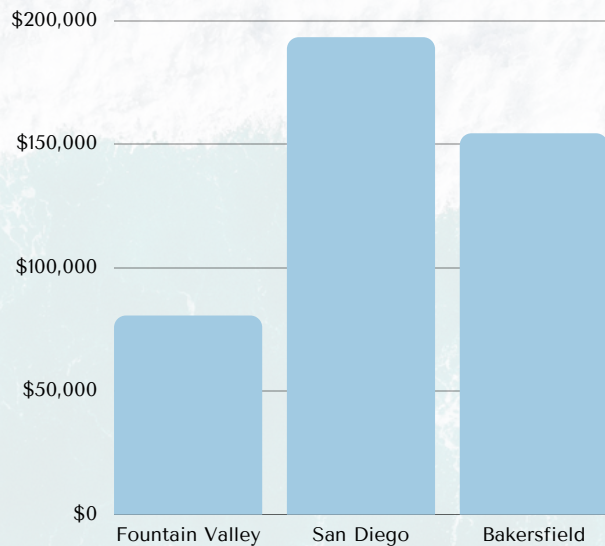
"Creating an active, eco-conscious community while closing the loop of neoprene waste."



Dear customers and investors,
From everyone at Neo, we would like to thank everyone who has supported us. Your contributions have decreased the number of wetsuits in our landfills. Every purchase made from Neo helps us to reach our goal of closing the loop of neoprene waste. Neo appreciates every purchase and values every customer in our eco-conscious community. We hope in whatever activity you use our products, you enjoy our high-quality designs and are proud to represent a brand that is making an impact in the world.

Sincerely,
Neo

Trade Show Sales Revenue



Employees of the Month



Emily Wooten
Marketing Associate



Rachel Warner
CEO

IMPORTANT DATES & EVENTS

- February 22, 2023: Demo Day, Trade Show at school during lunch
- February 24th, 2023: Western Winter Online Trade Show
- April 17th-19th, 2023: Youth Business Summit in NYC (more information to come)

