

Internal Communications Writing Samples

Kim Lasorsa

External Comms Portfolio

Kimlasorsa.com

Digital Signage

[S.L.A.M. Training Reminder \(Digital Signage\)](#)

[Brand Relaunch Week](#) (just a quick teaser without sound due to being on the production floor)

[Career Fair Video Loop](#)

Internal Comms

Intranet & Email

Let's Rally for Our Neighbors: Community Food Drive with Feeding America – May 13 – 24

This month, we have a chance to stand shoulder-to-shoulder with the people who live, learn, and work alongside us. From Tuesday, May 13, through Friday, May 24, we're hosting a company-wide food drive in partnership with Feeding America. Every can, box, and dollar we collect will stay right here in our area, stocking local food bank shelves and easing the worries of families who could use a helping hand.

How We Can Help

Food banks tell us these items make the biggest impact:

- Shelf-stable proteins – peanut or other nut butters, canned tuna, chicken, salmon, dried or canned beans
- Healthy grains & starches – rice, whole-grain pasta, quinoa, instant oatmeal packets
- Canned fruits & veggies – choose options packed in 100 % juice or low sodium
- Hearty soups & stews – especially low-sodium varieties
- Shelf-stable milk (dairy or plant-based)
- Everyday essentials – cooking oil, spices, toothpaste, diapers, feminine-care products

Please be sure everything is unopened and well within its “best by” date. Prefer to donate money to support the cause? Scan the QR code on any poster found in break rooms across all IWCO locations or visit [Feeding America](#); even a few dollars can provide multiple meals.

Where to Drop Off

Look for the brightly labeled blue barrels in the lobby and breakrooms. Bring your kids, teammates, carpool buddies, or anyone who’d like to pitch in. We’ll celebrate our collective donation the week of May 26 when we deliver everything to our local Feeding America partner.

Want to Do Even More?

Stories bring us together—share on the #Community channel why you chose a particular item or what giving back means to you. If you’d like to help sort or deliver donations, reach out to Kim Lasorsa ([---@iwco.com](mailto:kim@iwco.com)).

When a community moves as one, great things happen. Thanks for pitching in and showing our neighbors that Team IWCO is always in their corner.

Intranet **Summer Safety Tips**

Let's stay safe and sound, folks! Whether we're on the job or tackling those exciting DIY projects at home, safety should always be our top priority. So, we've got some handy tips to keep you safe and sound during your summer adventures.

Heat Stress: Beat the heat by avoiding excessive exertion, extreme temperatures, and too much sun. Keep an eye out for signs of heat stress in yourself and others. Wear light, breathable clothing and gradually increase activity. Schedule heavy tasks during cooler times of the day and take regular breaks in hot weather. And remember, stay hydrated by drinking plenty of water.

Ladder Safety: When it's time to climb, ladder safety is key. Choose the right ladder, check for any damage, and set it up on a stable surface. Stay within the weight limit and always maintain three points of contact while climbing. No leaning or overreaching. And hey, if you need a helping hand, don't be shy to ask for a safety buddy to hold the ladder. Safety first!

Personal Protective Equipment (PPE): Get geared up! Different projects call for different superhero gear. Whether it's safety glasses, gloves, hard hats, or hearing protection, make sure you've got the right PPE on hand. Put it on like a pro and keep yourself protected from potential hazards.

Maintain Clean and Organized Workspaces: Let's keep things neat and tidy. Messy workspaces can lead to accidents, so keep your area clean and organized. Clean up spills right away, secure those unruly cables, and give your tools and materials a proper home when you're done. A clean and organized workspace is a safer workspace.

Remember, safety is a team effort. If you have any questions or need guidance on specific safety measures, reach out to our safety team, Hillary Serbus and Cindy Ott. Together, let's prioritize safety and create an environment where well-being comes first.

Stay safe and take care!

Internal Communications Team

Intranet & Email

Join Us for Our Annual Company Picnic – Mark Your Calendar!

Get ready for an exciting extravaganza of food, games, and laughter as we gear up for our upcoming company picnics at three locations! Mark your calendars for these events:

1. **Hamburg Location:**

Dates: September 13th and 14th

Time: Noon and 9ish on both days

Location: Served outside under the covered entrance

Special Note: Office team members will be joining on September 13th at noon (pending RSVP)

Catered by: Brothers BBQ

2. **Chan Location:**

Dates: September 19th and 20th

Time: Noon and 6 pm each day

Location: Served outside in the turnaround and back entrance at CH1

Special Note: Office team members will be joining on September 19th at noon (pending RSVP or estimate)

Catered by: Mr Pig Stuff

3. **WM Location:**

Date: September 20th

Time: Noon, 7 pm, and 3 am

Location: Served in the Café

Special Note: Office team members will be joining at noon (pending RSVP)

Catered by: A delightful spread of pizza, wings, and hoagies

Food, Games, and More!

Prepare your taste buds for a mouthwatering feast as we've arranged the best local

caterers to serve up a delectable variety of dishes. Enjoy the warm, friendly atmosphere as we all come together to share stories, laughs, and build stronger bonds within our awesome team.

Exciting Games and Activities

It's not just about the food – there will be plenty of fun and games for everyone! From team challenges to individual contests, there's something for everyone. Don't forget to bring your competitive spirit and win some cool prizes!

Random Drawing Prizes

Feeling lucky? Participate in our exciting lucky draw for a chance to win fantastic prizes! Keep an eye out for the announcement of lucky draw timings during the picnics.

Save the Dates!

Make sure you're present at our company picnics and create memories that will last a lifetime. Remember to RSVP by the specified dates so we can make necessary arrangements for everyone to have a great time.

Locations:

1. Hamburg: [Address]
2. Chan: [Address]
3. WM: [Address]

For any questions or to RSVP, please contact [Michelle C at ---@iwco.com].

Don't miss out on the fun! We can't wait to see you all at the picnics!

Let's make these picnics the talk of the town!

Intranet

Commitment in Action: Inspiring Excellence and Building Trust

As we set our sights on Q3, it's time to shine the spotlight on a fresh company value: Commitment.

Commitment is the fuel that drives our company forward, enabling us to achieve remarkable things together. It is a value that permeates every aspect of our work, from our dedication to delivering exceptional products and services to our unwavering commitment to our client's success.

Commitment goes beyond simply completing tasks; it's about going the extra mile, pushing ourselves further, and continuously striving for improvement. It entails taking

ownership of our responsibilities and delivering on our promises. It involves cultivating strong relationships, both within our team and with our valued clients and partners.

Throughout the previous quarter, we have witnessed countless instances of commitment from each and every one of you. We have seen late nights and early mornings, going above and beyond to meet deadlines and exceed expectations. Your unwavering pursuit of excellence, eagerness to take on new challenges, and determination to overcome obstacles have been truly inspiring.

Rest assured, our commitment has not gone unnoticed. Our clients trust us because they know we will deliver. They choose to work with us because they recognize our dedication and reliability. And as a team, we are working hard to build a culture of trust, transparency, and accountability that sets us apart.

As we enter this new quarter, I urge each of you to renew your commitment to our shared goals. Let's keep pushing boundaries, fostering innovation, and collaborating to achieve even greater heights. Together, we can accomplish extraordinary things not only in Q3 but also well beyond.

Intranet & Email

School Supply Drive

Make a Difference for Students in Need!

August 5 - 28

As the new school year approaches, some families may struggle to provide essential school supplies for their children. Let's make a difference by "adopting" local schools and ensuring every student has the tools they need to succeed.

Why join us?

Empower Students: Your donation of school supplies empowers students to excel academically and overcome barriers to success.

Foster Equality: Help level the playing field for students facing economic challenges, giving everyone a fair chance to thrive.

Strengthen Our Community: Together, we can make a meaningful difference and build a stronger, more inclusive community.

Where are donations going?

We've chosen deserving schools near each of our facilities to support our local communities:

- Olson Elementary School in Bloomington, MN (Chanhassen)
- Tilden Elementary Center in Hamburg, PA (Hamburg)

- Klinger Middle School in Southampton, PA (Warminster)

How to participate:

1. View the school supply lists for each school.
2. Start shopping and pick up the needed supplies.
3. Drop off your donations in the designated School Supply Drive bins located in your lunch/break room.

Every donation, no matter the size, is greatly appreciated by the schools we're partnering with.

For more information or questions, contact Tracy Abc at ---@iwco.com or communications@iwco.com.

Thank you for your incredible support! Together, we can make a positive difference in the lives of students in need!

Intranet

Spreading Smiles with School Supplies: Our Amazing Team Steps Up!

Who says adults can't enjoy a back-to-school shopping spree? Team IWCO recently channeled their inner students to bring an extra dose of joy to local schools in need!



From rulers to colored markers, our supply drive was a colorful extravaganza! The breakroom transformed into a mini stationery store, and our employees went all out, collecting an astonishing array of school supplies. It was a race to find the coolest backpacks, the snazziest pens, and the quirkiest erasers!

But the real magic happened when we delivered the supplies to local schools. The looks on those little faces were absolutely priceless! Knowing we're helping spark creativity and learning in our community felt great!

Thank you to everyone on the team for making this happen!

Intranet & Email

Heads Up! New Schedule for Newsletters!

In recent months, you've been introduced to our digital Insight Newsletter and the weekly Organization Announcement email. As we refine and enhance these channels, we aim to establish a predictable delivery timetable so you're always in the loop!

Communication Timeline

Organization Announcements

What to anticipate:

- Updates from Teams & Notices
- Milestones: Anniversaries & Retirements
- Birthdays
- Introductions: New Team Members & Promotions
- Forthcoming Events
- Snapshots: Team Photos & Engagement Happenings
- Feedback Polls

Look out for these **every Tuesday morning by 10:00 AM EST** (unless there's a holiday sneaking up on us).

Insight Newsletter Features:

- Leadership Touchpoint
- Crucial Company Announcements
- Progress on Company Goals
- Tech Discussions
- Safety Insights & Refreshers
- Wellness & Perks Updates
- Fresh Blog Entries
- Upcoming Events Corner
- Light-hearted Jokes

Catch this on the **first Monday of each month** (again, holidays might shuffle things a bit).

Stay tuned and keep an eye on that inbox and company intranet!

Intranet & Email

Join us for an IWCO Town Hall session!

Please join us for an exciting IWCO Town Hall event! This gathering presents a unique occasion for our team to come together and stay informed about the latest developments and initiatives within our organization.

During the town hall, our leadership team will provide essential updates on company performance, upcoming projects, and thrilling new opportunities. They will also share valuable insights into our strategic goals and the way forward.

Moreover, the town hall meeting will feature a Q&A session with our CEO, Gary Masse. He will be available to address questions that you have submitted in advance of the meeting. Please make sure to send your questions to ---@iwco.com by June 12, 10:00 AM CST. If you have questions during the event, you will have the opportunity to contribute them to the chat. We will follow up after the meeting to ensure that you receive a response and that your voice is heard.

We strongly believe in the importance of transparency and communication in building a strong and united workforce. This town hall meeting is a great opportunity to strengthen our connections, foster a sense of community, and align our efforts for shared success.

Save the date and join us! We look forward to your active participation and the chance to engage with you directly. Together, let's shape the future of our company!

Intranet & Email

Office Transformation: HRW Policy and Hoteling Spaces Update

We would like to provide you with a brief update and express our gratitude for your patience during the recent updates to our Hybrid Remote Work (HRW) policy and hoteling spaces.

Hybrid Remote Work Policy Update: We appreciate your patience and the feedback we received during the review of our HRW policy. We trust that by now, all leaders have reviewed the updated policy with their respective teams and made any necessary updates to employee classifications.

Our objective with this policy update is to align with client needs and internal stakeholder requirements while maintaining our commitment to being a flexible employer.

In the month of July, attestations for the updated HRW policy will be made available through the Employee Self-Service (ESS) system. We kindly request that you log in and complete these attestations promptly upon receiving the notification.

Hoteling Space: We are actively planning our hoteling space and anticipate that it will be integrated into the Envoy system by the end of July. Meanwhile, please be aware that the physical spaces are available and should not hinder employees from visiting the office as needed.

Desk Moves & Clean Up: If you currently have dedicated space but your HRW classification has changed, we ask that you visit the office and clear your desk of all personal belongings no later than July 12. This will allow us to prepare the space for the hoteling arrangements.

For employees whose HRW classification indicates the continuation of or eligibility for a dedicated space but who wish to request a desk move, please submit a formal request to your Manager for approval, following the guidelines outlined in our New Hire/Job Transfer/Move Request form.

CH3 Move is Complete: We are happy to announce that we have successfully completed our relocation from the CH3 building in Chanhassen, effectively reducing our overall footprint. Moreover, we are pleased to report that we have identified viable renters/buyers for the property, ensuring its continued utilization.

Once again, we appreciate your patience and cooperation throughout these updates. Your continued support is vital as we strive to create an optimal work environment that meets the evolving needs of our organization.

Intranet

Introducing Our New Systems Architect: John Abc

We're excited to introduce John Abc as our new Systems Architect! With over 20 years of experience in print and mail operations and information technology, John brings extensive expertise in PMO, ERP implementation, and Agile methodologies.

As Systems Architect, John will lead the implementation, integration, and management of our new Enterprise Resource Planning (ERP) system. He'll collaborate with cross-functional teams, stakeholders, and vendors to ensure successful deployment and optimization of our technology solutions. John will also provide technical support for various business systems, including ERP, front office, and back office applications.

John's key responsibilities encompass leading application design and implementation, harnessing the potential of our ePS Suite solutions, fostering technology synergies across our facilities, overseeing the implementation team's backlog, and conducting thorough quality control tests.

Outside of work, John enjoys music, fishing, hiking, swimming, and traveling. He's a talented musician and guitarist, adding a creative touch to his life.

Please join us in welcoming John to our team. We're confident that his expertise and commitment to excellence will contribute to our continued success.

Intranet

Announcement: Jane D Promoted to System Administrator II

We are pleased to announce the promotion of Jane Do to the position of System Administrator II, effective as of August 19, 2024. Jane joined our company in October 2021 as a System Administrator I, and her dedication to providing top-quality service to our network users and her ability to consistently exceed performance expectations has not gone unnoticed.

In her new role, Jane will report to John M and will be responsible for hardware deployment and maintenance, tier 2 ticket escalations, and any additional responsibilities as needed. She will continue to support IWCO systems, including PCs, laptops, software, and printers, and will contribute to the maintenance and organization of our Data Center, among other duties.

Jane graduated from Truman State University with a BS in Psychology. When she is not solving technical problems, she enjoys watching her favorite TV show, Chernobyl on HBO, and learning about the unique maned wolf, her favorite animal.

Please join us in congratulating Jane on this well-deserved promotion. We are confident that she will continue to excel in her new role and make valuable contributions to our Information Technology department and IWCO as a whole.

Intranet

Celebrating Jim J's Retirement: A Look Back and Ahead

It is with mixed emotions that we bid farewell to Jim J as he embarks on a new journey into retirement. While we are thrilled for Jim as he steps into this next chapter of his life, we cannot help but feel a tinge of sadness to see him leave. Jim has been an invaluable member of our team, and his presence will truly be missed.

Throughout his tenure at IWCO, Jim has left an indelible mark through his dedication, hard work, and numerous accomplishments. From his involvement in the Build-out of XYZ Automation to the enhancements made to the ABC application enabling bulk spoilage processing, Jim has consistently delivered excellence in his work.

Reflecting on his time at IWCO, Jim shared some of his most cherished memories. From enduring the ritual of the rubber chicken passed between Dev team members to the daily excitement of the Content Development area meetings, Jim has been a part of countless memorable moments that have defined his journey with us.

When asked about his proudest projects, Jim emphasized his passion for standardizing apps and processes across the enterprise. His commitment to efficiency and improvement has been evident in every project he has undertaken.

As Jim looks forward to retirement, he plans to indulge in some well-deserved leisure activities. From improving his golf game to tackling his honey-do list, Jim has exciting plans to keep himself busy. Moreover, he and his wife are eager to explore new destinations both domestically and internationally, with a road trip along the Eastern Adriatic coast marking the beginning of their adventures.

While Jim may not have a traditional bucket list, he is determined to embrace each day to the fullest. Reflecting on his career journey, Jim shared insights into his path from public relations to marketing communications and eventually into IT. Looking back, he contemplates the possibility of pursuing communications law if given the chance to start over.

As we prepare to bid farewell to Jim on Friday, May 3rd, we invite everyone to join us in celebrating his remarkable career and wishing him a happy and fulfilling retirement. Jim, your contributions to IWCO have been invaluable, and we thank you for your dedication and hard work over the years. Your legacy will continue to inspire us as we move forward. Congratulations, Jim, and best wishes for the exciting journey ahead!

Email from CSO

Thank You for an Incredible Open House Event!

On behalf of the entire sales team, I wanted to extend our heartfelt gratitude for the outstanding effort and dedication you put into making our Open House a resounding success. The event was truly exceptional, and it wouldn't have been possible without each and every one of you.

The transformation of our campus was remarkable! The internal and external signage, the brightness, and the overall cleanliness made our campus shine like never before. Your hard work made a lasting impression on all our clients, prospects, and visitors, as well as our fellow employees who attended the event. The shared goal to impress our visitors was undoubtedly achieved, and we couldn't be prouder of what we accomplished together.

Your efforts throughout this week will undoubtedly play a significant role in converting new business and securing orders. Additionally, the positive word-of-mouth generated within the industry will have a lasting impact. The story we told through the event was nothing short of wonderful, and it showcased how we are at the forefront of transforming the digital landscape for our industry.

The presence of the entire Sales team and AE's on campus this week infused a new level of enthusiasm into an already vibrant and active team. Witnessing everyone come together with such passion and dedication has left us even more confident in our ability to achieve great things together.

Each one of you played an integral part in creating an incredibly well-organized, welcoming, and informative experience for our visitors. Your commitment and hard work truly made a difference, and we couldn't have made this event the success it was without your contributions.

Thank you all from the bottom of our hearts for making the Open House a memorable event for our clients and visitors. Your efforts have not only impressed but inspired us all. Let's continue to move forward with the same energy and determination, knowing that together, we can achieve anything!

With sincere appreciation,

James C & the Sales Team

Intranet & Email

Annual Policy Acknowledgment – Action Required

Team,

It's that time of year when we refresh our knowledge and understanding of some key company policies. This is crucial in ensuring we maintain the integrity, ethics, and transparency that make IWCO a great place to work.

Please take a moment to review and acknowledge the following documents:

- Code of Business Conduct and Ethics
- Foreign Corrupt Practices Act (FCPA) Policy
- Insider Trading Policy
- Labor and Ethics Statement
- Medicare Parts C and D General Compliance Training
- Combating Medicare Parts C and D Fraud, Waste, and Abuse Training

To view and acknowledge these documents, simply visit the Employee Self Service (ESS) and head to Menu/Myself/Document Acknowledgment. Need guidance? There are handy instructions on iDirect.

For our team members who prefer translations, we have the Code of Conduct, FCPA Policy, Insider Trading Policy, and Labor and Ethics Statement available in Arabic,

Hindi, Khmer, Lao, Nepali, Spanish, Somali, and Vietnamese. You can find these on iDirect under the Corporate Policies section.

Let's make sure to complete the acknowledgment by Wednesday, July 21, 2023. If any questions arise or you're uncertain about any aspect of the process, your local HR representative is more than happy to assist.

Supervisors and Managers: If you have team members without IWCO email access, please ensure they receive this memo and the instructions. Hard copies are available for pickup in HR. Additionally, translated memos in multiple languages are available on iDirect under the Reference Corner. Given the importance and time-sensitivity of this task, if any supervisors are unavailable this week, please ensure the relevant information reaches their teams through the appropriate channels.

Thank you for your continued commitment and professionalism.

Employee Onboarding Guidebook Intro

Welcome to IWCO!

We're thrilled to have you as part of our team and embark on this exciting journey together. At IWCO, we're more than just a company; we're a community of dedicated individuals working together to achieve excellence. Your decision to join us reflects your commitment to personal growth and contributing to our shared mission.

Our Employee Guidebook is your go-to resource for understanding the ins and outs of life at IWCO. It's designed to provide clarity on our policies, procedures, and the fantastic benefits we offer to our employees. We encourage you to take some time to familiarize yourself with its contents, as it will serve as a valuable reference throughout your career here.

You will that at IWCO, we believe in striving for the best in everything we do. We foster an environment where shared values, open communication, and diversity are celebrated. Our commitment to creating an inclusive workplace has been widely recognized, and we're dedicated to maintaining a culture that's honest, respectful, and supportive.

Though we started as printers in 1969, our core motivation remains the same: the relentless pursuit of better ways to achieve results. Today, we provide world-class data, analytics, and creative solutions to help our clients excel. We're not just vendors; we're partners who share our clients' desire for outstanding performance, with an average response lift per client of +50%.

Our story is one that every employee lives and breathes daily: driving better performance, fostering innovation, and pushing for superior results. We understand that

the status quo doesn't lead to success, which is why we're dedicated to "Making Better Happen."

Once again, welcome to the team! We're excited to have you on board, and we can't wait to see the positive impact you'll make as we continue our journey of making better happen together. If you ever have questions or need assistance, don't hesitate to reach out to our dedicated HR team or your colleagues. We're here to support you every step of the way.

Here's to a successful and fulfilling career at IWCO!

Intranet & Email

Discover Your 2024 ABC Employee Handbook Today!

We're thrilled to unveil the new 2024 IWCO Employee Handbook! Packed with invaluable insights, it's your go-to resource to navigate your journey at IWCO, whether you're a fresh face or a seasoned veteran.

We've fine-tuned the content for clarity and relevance, ensuring you can easily access the information you need. While we've condensed key policy updates for your convenience, we urge you to delve into the full handbook. Each section provides invaluable insights into our culture, expectations, and your pivotal role at IWCO.

Please review the attached document to familiarize yourself with the significant changes, and don't forget to log in to the Employee Self-Service Portal to confirm receipt of the 2024 IWCO Employee Handbook.

Email

Ignite Your Leadership Journey: RSVP Now for Leading Without Limits

We're excited to invite you to join us for **Leading Without Limits: Igniting the Leader in You**, happening on **May 21st, 2024**! Leading Without Limits is designed to celebrate and inspire the women of IWCO. We encourage all employees who identify as female to participate in this 2-hour gathering which will feature engaging panel discussions and breakout sessions. While this virtual event will be hosted through Teams, in-office gatherings are highly encouraged where possible.

Here's what you can look forward to at the event:

Engage with Dynamic Leaders: Learn directly from a panel of inspiring women who will share their journeys, challenges, and successes.

Share Experiences and Build Connections: Strengthen your personal and professional network of women across the organization.

Explore Personal Growth in a Supportive Environment: Ask questions and share ideas in a space where safety and mutual respect are prioritized.

Be Inspired for Action: Gather insights and practical development strategies for everyday life.

Have fun! Take a breath and refill your cup.

Don't miss this incredible opportunity to connect, learn, and grow alongside your peers. Mark your calendars for May 21 and look out for your email invitation, which will include all the details on how to RSVP .

Please contact communications@ABC.com for accommodations that would improve accessibility and your experience at this event.

Email

Celebrating Our Sales Team's Impressive Quarter

As we reflect on the recent accomplishments of our sales team, it's clear that our collective efforts have led to an outstanding period of growth, innovation, and resilience. The team's dedication and strategic approach have yielded remarkable wins, notable account expansions, significant volume rebounds, and a dynamic shift in our personnel landscape. Let's dive into the highlights of this period.

Key Wins

Our team has secured several significant victories, underscoring our competitive edge and ability to attract new business. Notably, we've become one of three providers in AT&T Kern's brand new direct mail program, thanks to Andy L's efforts. Rob C brought Coastpay into our portfolio as a brand-new customer, while Scott I, a fresh face on our team, successfully onboarded Current Media. Furthermore, Chris Locker's engagement with Great Day Improvements has led to a new testing opportunity.

Exclusive Accounts

Our prowess in building and nurturing client relationships is evident from our full acquisition of accounts previously shared with competitors. Both Access Financial (Megan L) and Avant (Andy Li) have transitioned to exclusively partner with us, showcasing our team's ability to provide unmatched value and service.

Volume Rebound

We've witnessed a significant uptick in volume from longstanding partners, marking a positive shift in our business dynamics. Progressive, in particular, has shown a huge increase in volume. This rebound also includes increased activities with Fifth Third, Kodi (Endurance warranty), and Conn's, underscoring our capacity to sustain and grow our key accounts.

Personnel Changes

The quarter also brought changes to our team composition, including the retirements of Lori I and Deborah Q, and the departures of John H, Greg M, and Josh P. These transitions have opened the door to fresh talent and new perspectives. We've welcomed Scott I, Jonathan P, and Ira B to our team, thanks to our robust recruitment pipeline. With two positions still to be filled and four promising candidates in the pipeline, we're poised for even greater success.

As we celebrate these achievements, we also acknowledge the hard work and dedication that have brought us here. Our sales team's progress is a testament to our culture of excellence, our strategic focus, and our commitment to growth. Let's continue to push boundaries, seize new opportunities, and achieve even more remarkable milestones in the coming months.

Intranet

Celebrating Joe "Joey" P

It's rare in any industry to find "lifetime" employees who span beyond five decades. Joe (Joey, Papa Joe; Pisan, Pumpkin) P. is one of those rare gems. He began his journey as a 15-year-old bagging mail at a small direct mail lettershop in Hauppauge, Long Island, New York, in March of 1970.

Joey and his beautiful wife migrated to Pottsville, PA, along with other co-workers when the business moved from NY to St. Clair, PA, about 21 miles north of our current facility in Hamburg. In 1994, the company opened its newly built facility in Hamburg, closing St. Clair, and expanded again in 1998 with the construction of JetWeb, which housed the presses and converter lines.

Joey played an integral role in the business's growth over the years. Some of his achievements include building specialized equipment for new format designs for existing clients and expanding new sales in the Direct Mail industry. He created a "thing-a-ma-key," a cut and collect mechanism, and added "satchi bars" (Joey's term) to open folded forms for inserting into the OE. He also modified 6x9 inserters into stretch 9x12s. A self-learner, Joey even mastered CAD, which he considers one of his personal achievements.

Above all else, Joey is a devoted family man. It was with great sadness that he lost his wife, but he finds joy in spending time with his nephews, great nephews, and great nieces on fishing trips and making frequent visits back to Long Island. Joey also has a passion for renovating his home and caring for his Koi fish family in his backyard pond, which he built himself. He thoroughly enjoys watching them grow and become more colorful with age, just like him!

Few can say they have an extended family that has grown together over the years, learning and laughing every day. Joey's close relationships with many at IWCO have been a blessing. We have grown from young, inexperienced co-workers into a close-knit family that has taught each other how to operate a successful business. We've blended ideas, designed new product lines, and built machines to produce the latest marketing trends.

Upon retirement, Joey looks forward to traveling with his friend and companion, exploring exciting places like Bermuda, Greece, and cruising through the waters and islands of the Mediterranean. He's joked that when he retires, you might just find him behind the wheel of a Zamboni!

Papa Joe's wisdom is simple yet reflective of our continued success as a team: "Love what you do. If you love what you do, you truly will never work a day in your life. Each day is exciting and enjoyable."

To all newcomers in this industry, enjoy each day and never get stressed out. Comb back your hair and loosen up a button or two on that shirt! (Editor's note: This is Joey's signature mark—slicked-back hair and a partially unbuttoned shirt!)

Thank you, Joey, for your incredible dedication and for being an inspiration to us all!