



## STEVE'S WELCOME: AN INTRODUCTION TO ISSUE EIGHT

Hi Flashbay Global Team,

A warm welcome to the November edition of Baywatch. Read on for exciting details on Flashbay's plans to expand our marketing efforts to physical events and trade shows under the leadership of our new Events Manager, Gareth Holwill. The opportunity that this as yet untapped medium presents is hugely exciting and we're looking forward to the first of many events in the calendar in the UK in January 2018.

As we enter the final few weeks of sales in 2017 it's not just the sales team who need to be pushing to maximize our performance for the year – everyone has their part to play to ensure that we're all pushing in the same direction and playing as a team. Our new product launches continue to bring fantastic offerings to our customers and growth opportunities for the business and the foundation is set to put in a strong showing to round out the year and position ourselves to kick off our first complete year as a full spectrum Promotional Technology business.

Steve Webster  
CEO

## OUR MAIN NEWS

### Meet Gareth Holwill <sup>2</sup>

Introducing our brand new Events Manager at Flashbay

### Brent Mackender in Manila <sup>2</sup>

Brent visits his PH3 and PH4 teams to train new staff

### October's Optimus Primes <sup>2</sup>

Congratulating our best monthly sales performers!

### Launch of the Mambo and the Nappa <sup>3</sup>

Introducing our first in-house designed headphones

### Flashbay Anniversaries <sup>3</sup>

A tribute to staff celebrating five years plus in October

### Matt Kusanovich <sup>3</sup>

Meet our very first US sales team hire in his ninth year

### Factory Recruitment <sup>4</sup>

Looking back on a busy month of recruitment in China

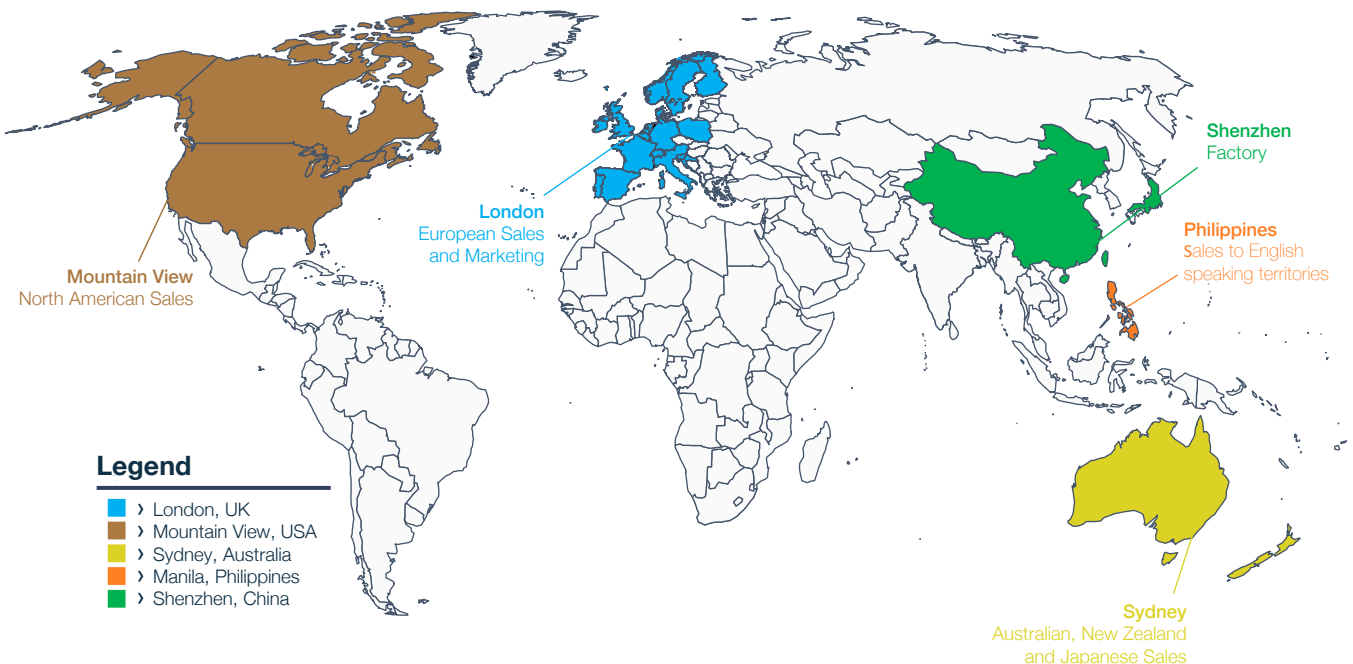
### Aussie Feast <sup>4</sup>

Hero's Feast winners Down Under enjoy their rewards

### Gift Sets <sup>4</sup>

Fantastic sales figures following launch of our all-in-one

## FLASHBAY GLOBAL MAP



The Flashbay Global Map shows our offices around the world, highlighting our truly global footprint.

For ease of reference, our articles in Baywatch are colour-coded by geography, as indicated by the legend in this map. We hope you enjoy this issue!

# Introducing: **GARETH HOLWILL!** Welcome our new Events Manager

LONDON | UNITED KINGDOM



Early October saw Gareth Holwill join the Flashbay family in our London office as he became our brand new Events Manager. Having moved to London from South Africa just four months ago, Gareth comes into an entirely novel position for Flashbay, as we continue to grow and explore different approaches to taking Flashbay upwards and onwards to the next level.

Here, little more than a month in, we find out a little bit more about Gareth, and also what his new role will bring to the company. Enjoy!

## Events manager is a new position at Flashbay. Can you tell us a little bit more about what specifically it is you will be doing here at Flashbay?

My role as Events Manager at Flashbay is to create new business opportunities and increase brand awareness by utilising the annual calendar of Trade Show events. By increasing face to face interactions between our sales team and potential new customers we will be able to harness the large and previously untapped sector of physical marketing.

Flashbay will not only be focusing on Promotional Product shows, but will also exhibit at Marketing, Technology, Travel, Events and Large Industry sector trade shows, ensuring we are the technology partner of choice when considering branded promotional merchandise. Each exhibit will be tailored to create a different message specific to the industry or sector event we are attending.

## What does a typical day-to-day look like for you?

My day currently consists of identifying which Trade Shows and markets would be most beneficial for us to attend globally. Once a Trade Show has been identified, I then design the physical stand, messaging and project management required for the event. Secondly, I am responsible for developing the relevant marketing materials and online publications to advertise our attendance to ensure we get as much traction as possible from our attendance.

## Where did you work previously, and what was your role there?

I moved from South Africa 4 months ago where I was a Senior Events Manager for Idea Lab Events. I created roadshows and experiential marketing campaigns for large corporates which included events such as Awards Ceremonies and Gala Dinners to national Road Shows and T.V adverts.

## Can you tell us something unusual that most people would not otherwise know about you?

I studied Hospitality and Catering Management at university and whilst on a work placement at Royal Ascot I got to meet and serve the Royal Family!

# Brent Mackender visits Philippines

MANILA | PHILIPPINES



# October's OPTIMUS PRIMES

**most: TOTAL PROFIT**

**MATT KUSANOVICH**

United States

\$97,032

**most: TOTAL PROFIT  
(probationer)**

**AUDREY MANLIUS**

France

£24,534

**most: NEW BUSINESS PROFIT**

**LEE LV**

China

\$30,310

**most: NEW BUSINESS PROFIT  
(probationer)**

**MICHAEL SCHMID**

Germany

£9,278

**most: 5-STAR REVIEWS**

**MARLENE POETTKER**

Germany

36

**most: 5-STAR REVIEWS  
(probationer)**

**MIGUEL LAGO MONTEAGUDO**

France

18

October saw Brent Mackender visit our Philippines office in Manila as our Australian Sales Manager took some time to train his Philippines 2 and Philippines 3 teams.

Brent has been visiting the PH office since 2016, but following the headcount more than doubling between April and October of this year, there were plenty of new faces for him to meet. The week-long visit was highlighted by several one-to-one feedback sessions and group trainings, where Brent was able to really accelerate the development of his sales people by sharing the incredible experience and expertise he has built up through his nearly eight years at Flashbay.

The getting-to-know sessions and bonding time that the teams spent with their Sales Manager created an even stronger camaraderie that will undoubtedly help to propel both teams to reach even greater heights.

# MATT KUSANOVICH

Ninth anniversary for first US team hire

MOUNTAIN VIEW | UNITED STATES



October saw American Group Leader, Matt Kusanovich, celebrate his ninth anniversary with Flashbay Inc in Mountain View, California. Matt was Janet's (North American President) very first hire at Flashbay, back in 2008, and he's been on the journey through thick and thin ever since!

Here, we have a few quick-fire questions and answers to get to know Matt a little more personally, and to commemorate this very poignant anniversary!

## What is your favourite part of your job?

The people that I work with, and knowing that we deliver quality products.

## What are your favourite moments at Flashbay?

When Janet hired me, and when Jill (Kavanagh) returned from maternity leave (all three times).

## What was your favourite Flashbay event?

Mountain Winery! We had premiere seating over a private Apple event, and they gave us a tour of the winery. The food, the company and the wine were amazing!

## Do you have any hobbies that you particularly enjoy?

Raising my two daughters, Emily (5) and Leah (3).

## What is your favourite food?

Sushi!

Flashbay launch new headphones:

the **Mambo** and the **Nappa**

LONDON | UNITED KINGDOM



October saw the launch of our first, Flashbay-exclusively designed headphones – the Mambo and the Nappa. Sounding absolutely fabulous and utterly belying their standing as promotional items, we are extremely proud of our latest offering in the Audio product category!

Both pairs of headphones offer three prominent branding areas available for Screen Printing. The Mambo comes in a plastic shell, available in our eight standard colours, whilst the Nappa's branding areas are leather, available in black, white and brown.

The in-house design has resulted in several benefits – both headphones are comprised of fewer component parts than externally-designed counterparts such as the Arc, lowering cost prices, whilst the acoustic air chamber has been carefully configured to produce the optimal bass quality. The dimensions ensure a snug and comfortable fit for all head sizes, and both headphones sit perfectly over your ears, with a lovely soft padding.

All in all, we are utterly delighted with our first Flashbay-designed headphone offering, and look forward to continuing to enhance our audio product range.

## FLASHBAY ANNIVERSARIES

*In this regular section we recognise and give thanks to our Flashbay employees all around the world who have celebrated five years or more service to Flashbay in the past month:*

**He, Jing: 10 years**  
(Graphics, Supervisor, CN)

**Scott Holden: 10 years**  
(UK Group Leader, UK)

**Yang, Haijuan: 9 years**  
(Production, Clerk, CN)

**Hu, Min: 9 years**  
(Testing, Assistant Group Leader, CN)

**Matt Kusanovich: 9 years**  
(US Group Leader, US)

**Liu, Jie: 8 years**  
(Plastics and Leather, Technician, UK)

**Anne-Sophie Becquet: 8 years**  
(FR Group Leader, UK)

**Liu, Chunxiu: 7 years**  
(Production, Worker, CN)

**Zhang, Daodong: 7 years**  
(Printing, Screen Printing Worker, CN)

**Bo, Yongjuan: 6 years**  
(Production, Worker, CN)

**Zhao Fuliang: 6 years**  
(Production, Worker, CN)

**Li Lanfang: 6 years**  
(Printing, Screen Printing Worker, CN)

**Wang, Delong: 6 years**  
(Warehouse Keeper, CN)

**Chen, Fuqing: 6 years**  
(Printing, Screen Printing Worker, CN)

**Lin, Meiyuan: 6 years**  
(Production, Worker, CN)

**Wu, Weijiang: 6 years**  
(Printing, Screen Printing Worker, CN)

**Angela Drago: 6 years**  
(IT Group Leader, UK)

**Christian Domrose: 6 years**  
(DE Group Leader, UK)

**Valentina Stival: 6 years**  
(IT Senior Sales Account Manager, UK)

**Dai, Zheng: 5 years**  
(Printing, Stencil Worker, CN)

**He, Zhifeng: 5 years**  
(Printing, UV Printing Worker, CN)

**Wei, Yingliao: 5 years**  
(Printing, Screen Printing Worker, CN)

**Alba Nunez: 5 years**  
(ES Group Leader, UK)

# Busy Month in CHINA as Factory undergoes heavy recruitment phase

SHENZHEN | CHINA



This past month has been a particularly eventful one for our Chinese factory, with a heavy period of worker recruitment necessitating a variety of training and integration events to take place.



Most notably, our Chinese HR team worked together with our Production team to hold orientation sessions with our new starters on the Production Line (above, top). These trainings were a fantastic opportunity for management to convey to our joiners both the culture and values that lie at the heart of the Flashbay family, and to make clear the expectations that come with joining the company.

A busy month also included our Hong Kong Office Manager, Janny Au, visit Shenzhen for a meeting with our factory managers (above, middle), and check out the photo of the recent precautionary factory fire drill involving all of our Shenzhen staff together (right)!

# New GIFT SETS post sensational early sales

LONDON | UNITED KINGDOM



Having launched our Gift Sets little more than a month ago, we are extremely delighted to report fantastic initial sales, with nearly 20,000 units already sold already!

Featuring a variety of combinations of all of our most popular products, the Gift Set is the ultimate promotional giveaway, not least with the festive season now rapidly approaching. Each item is extremely handy and useful, ensuring that our customers' clients will continuously be reinforcing their logos and slogans!

A superb start for our Gift Sets – let's keep driving sales onwards and upwards!



# Hero's Feast Winners: AUSTRALIANS celebrate successes with wine and steak!

SYDNEY | AUSTRALIA



October saw our Australian sales team Down Under celebrate their Hero's Feast victory in July's Sales Hero Competition with a lavish group dinner at Kingsley's Steak House in Sydney.

With the Australians having achieved a higher number of Five-star TrustPilot reviews per sales person than any other team, the evening was a richly deserved reward for the whole group. Indeed, the fine wine and tremendous steak certainly ensured that a fantastic evening was had by all!

Congratulations to the Aussies, and the best of luck to all sales teams with this month's competition - "highest average profit per person from the sales of accessories!"

## Suggestions and Questions

If you have any suggestions for future editions of our Baywatch newsletter, or should you have any questions on this issue, please email: [newsroom@flashbay.com](mailto:newsroom@flashbay.com)

We are always excited to hear your thoughts!