

C *Issue 4 December 2017* MPANY CULTURE



Delivering Culture to Your Door Steps ...



COMPANY LEADERSHIP

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Chief Executive Officer

Miguel Santin

Chief Operations Officer

Valerie Aguirre

VP of Arts and Publications

Iris Gonzalez

VP of Communications

Melanie Morales

VP of Marketing

Samantha Sanchez

VP of Accounting

Chris Jimenez

VP of Sales

Gary Zeri

VP of Digital Media

Diana Villadares

VP of Human Resources

Taste of the World is a customer-based company, ensuring feedback and recommendations from all of our buyers. Our company's specialty is delivering exotic treats and gifts from all over the world straight to the customer's doorstep. Our team assembles a box filled with delectable snacks, specialized items, and background information that varies based off of different countries as well as your requested selection. Taste of the World is an incredibly unique company that families, young children, and even adults will adore. So check out Taste of the World, where we deliver the world to your doorstep...

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Operation Christmas Child.....

Helping kids around the world



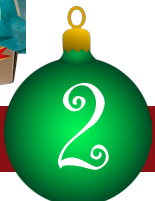
Taste of the World's employees were given the opportunity to participate in a non-profit program to make the holidays special for children in need around the world. This program allows people to donate gift-filled shoeboxes to show love to children from the ages 3-14 who are less fortunate. Donators tend to include items such as; candy, hair ties, hygiene products, toys, and under armor. These shoe boxes are donated to Guyana, Honduras, Bangladesh, and other third world countries. We asked our Chief Operation Officer Miguel Santin, who participated in the program what he thought about this experience. He exclaimed, "It's heartwarming to know that you are helping kids from around the world who usually don't receive a gift every year." We also asked him how long he has been participating in Operation Christmas Child and he responded, "This is my second year being involved, and it's just an incredible feeling knowing I'm helping".

Product of the Month

Japan



Konichiwa! The delightful flavors of Japan are awaiting you in this snack package. Our product of month for December is the Japan box. The majority of our sales at the San Diego trade show came from the Japan option. Our regular subscription box for Japan includes five to seven snacks, two to three knick knacks. Background information is also provided to give you a more personal insight of the Japanese culture and the countries background. Taste of the World encourages you to try our delicious snacks from our Japan option.



Melanie Morales



Employee of the Month

The Human Resources department would love to congratulate Melanie Morales for being the employee of the month for December. Melanie is Vice President of our Marketing department. Her job consists of working alongside with her two associates Manny Torres and Joseph Suarez and creating the company's marketing plan, as well as designing a layout for our booth at trade shows. She has demonstrated immense creativity through designing the trade show booth. At the San Diego trade show, she was awarded bronze level for most creative booth design. Her hard work has definitely not been under seen over the course of time. Melanie is a wonderful asset to our company. We are glad to have her be part of Taste of the World.

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Ways to become an Effective Employee ...

In order to have an incredible company we need dedicated and ambitious workers. Read below for tips to take in consideration...

- 1 Take constructive criticism gracefully.** One of the hardest things for all of us is to learn is how to manage and use these critiques to improve our performance on the job so you can excel at your work.
- 2 Be a good team player in order to be successful workers.** For a reality check, you might consider asking a few teammates for some honest feedback.
- 3 Adopt an Attitude of Success.** How you overcome challenges is largely based on your perception of life style.
- 4 Avoid gossip.** No matter how good a worker you may be, getting caught in the web of gossip will quickly downgrade your standing with your boss and coworkers in your department.
- 5 Work hard to be a hard worker.** You need to put the extra effort to become one. Even if there is something that you would much rather be doing, practice your diligence and show your bosses your commitment.

San Diego Trade show



Taste of the World is recognized at the San Diego Trade Show

December 4th was the day Taste of the World traveled to San Diego where we gained great experience that we will cherish forever. Our hard work and dedication as a company finally paid off with the accomplishments we made. Taste of the World managed to win three bronze awards for creative booth design, website competition, and lastly company branding. Our company gained lots of knowledge and brought us together which helped us work better as a team. It was an unforgettable and great experience being able



to walk around and see other companies products, dedication, and all their unique ways of making sales. As a company we will make changes in order to improve our outreach and presentations. Our staff members also interacted with the prospects by answering questions and presenting our products with great detail. We will work harder at our next trade in order to show the others what we are capable of.







Upcoming Events

Entrepreneur Day at Chapman University.....December 7th
Regional Business Plan Competition.December 11th
Salvation Army Community ServiceDecember 19-20th
Christmas Day.....December 25th



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