

# WILDMAN NEWSLETTER

DECEMBER 2023



*Photo provided by Lorena Oplinger*  
Heather Millington, the HR manager, and Angela Hapner, the talent acquisition specialist, are preparing and serving breakfast for the Warsaw production team.

## Annual Thanksgiving Breakfast Serving with purpose

Wildman's People Ops Team planned and organized the annual Thanksgiving breakfast for the production employees from the Warsaw Plant. The breakfast was served during the employee's morning break on Wednesday, Nov. 22.

According to Heather Millington, HR Manager, this breakfast was prepared as a way to show the company's appreciation for the employees' hard work and commitment throughout the year.

This event was a huge success, with over 80 employees attending and participating in it.

The breakfast menu included delicious pancakes, sausage links, orange juice, and coffee.

The employees felt recognized and valued, and this small but significant event helped to boost their morale and motivation.

## OUR PURPOSE

We wildly change lives by empowering people to realize their full potential and purpose.

## OUR MISSION

We fuel our purpose through service that keeps teams and facilities clean, safe, and looking great

## OUR VISION

We will redeem the perception of the laundry industry.

## OUR VALUES

**Relationships** | Building Meaningful Connections

**Authentic** | Honesty and Integrity in Action

**Serve** | Putting Others First

**Excellence** | Never Settling for Good Enough

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## TRSA MARKETING SUMMIT

### Takeaways

- This year’s summit was held in Memphis, TN, and it was the most well-attended Marketing Summit to date.
- Adding service to the mix for the first time reinforced the importance of a team approach to customer satisfaction and retention in the linen, uniform and facility services industry.
- Ben Kniffen, the CEO of Linked Selling, expanded on the success formula of hitting the right person with the right message with the right delivery through tools and practices that he calls, “The Ultimate Client Acquisition Playbook.”
- During the breakout session for video marketing, Ashley Carroll, Prudential Overall Supply, and Emily Hauber, CITY Laundering, compared the processes of in-house vs. outsourced video production and walked through a 10-step checklist needed for success regardless of the platform you choose.
- Kelsie Breeden, the Director of Marketing at Wildman, shared her story of success and challenges and provided future insights for the laundry industry along with other panelists.

TRSA. (2023, November 17). TRSA Marketing, Sales & Services Summit Continues to Expand. TRSA . <https://www.trsa.org/news/trsamarketing-sales-service-summit-continues-to-expand/>



Photo provided  
 These are the panelists sharing their stories at the summit. From left to right, Asit Goel, VP of marketing, Kelsie Breeden, Director of marketing, Tracy Chamblee, VP of marketing, and Ben Fox, VP of sales and marketing.

## DID YOU KNOW?

\* It was a common practice in the 1960s for college students to mail their laundry home for their parents to wash. They did not have access to washers on their college campuses.

\* Walt Disney World processes approximately 285,000 pounds of laundry every day. That's equivalent to filling 53 Olympic-sized swimming pools!

\* People used to clean their clothes in urine because urine contains ammonia, which act as a natural bleach and disinfectant.



## LOVEWORKS

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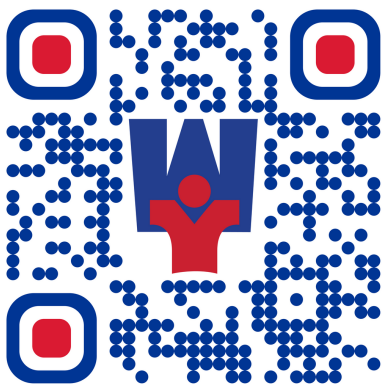
The LoveWorks fund was established to provide financial assistance to our employees and their families during times of crisis. This fund is made up of contributions from both the company and our employees and it is a small but meaningful way to support each other.

According to Josh Wildman, "It's no question love really works, and our LoveWorks program provides amazing support to many."

LoveWorks is a source of comfort and security for employees and their families, knowing that they have the support of the company during difficult times. The LoveWorks fund is a reflection of the company's values and culture, and a testament to the company's commitment to its employees and their well-being.

Consider serving by donating or increasing your current donation to LoveWorks. Wildman matches \$1.00 for \$1.00 with no limit. Simply access LoveWorks through the QR code below or reach out to the People Ops Team and they will be happy to assist.

Are you facing challenges this holiday season? Our Wildman family by way of LoveWorks is ready to come alongside you, just see the People Ops Team and they will help you with the easy and confidential application process.



**FACING CHALLENGES  
THIS SEASON?**

**Wildman + LoveWorks  
is ready to come  
alongside you.**

## HOME FOR THE

# holidays

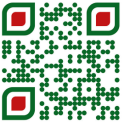
Help us support the Ronald McDonald House in Indianapolis by donating and voting for our company's Christmas tree. The company that raises the most money and votes will be crowned "Deck the Halls Champion" for the year.



Home for the  
*Holidays!*

Support the Ronald McDonald House in Indianapolis by voting for our Christmas tree. Scan the QR Code or visit <https://qrco.de/rmhccin> to vote.

Each dollar is one vote.  
**Wildman's Merry-Grinch-mas!**



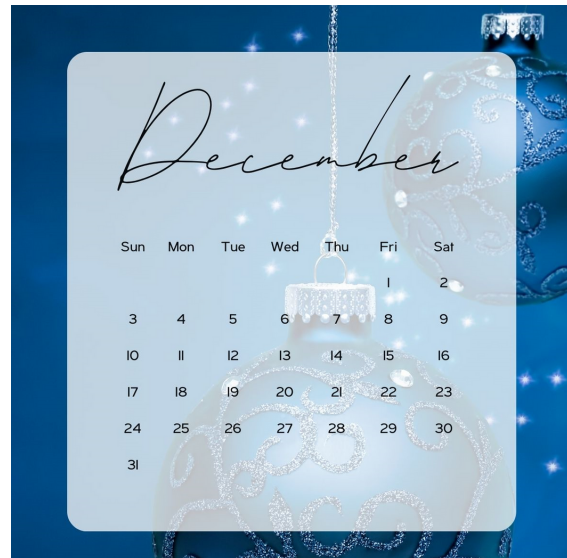
Scan the QR code or visit:

<https://qrco.de/mhccin>



## UPCOMING DATES

- DECEMBER 8** — Christmas Party
- DECEMBER 25** — Christmas holiday
- DECEMBER 27** — Anti-Harrasment Training - Warsaw
- DECEMBER 28** — Antibullying & Active Shooter Training - Warsaw
- DECEMBER 29** — Production/Service Workday - Indiana



- JANUARY 1** — New Year's Day
- JANUARY 3** — Anti-Harrasment Training - Griffith
- JANUARY 4** — Antibullying & Active Shooter Training - Warsaw
- JANUARY 5** — Production/Service Workday - Indiana
- JANUARY 10** — Annual Review Closes - Indiana
- JANUARY 24-28** — DR Missions Trip



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## FROM THE CEO

### A note from Josh

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## SERVE

### Putting Others First

Tis the season. I love this time of year. I love the season of thanksgiving and celebration of time with family and reflection. Over the Thanksgiving holiday I spent some time thinking about our value *SERVE* which we describe as putting others first. This time of year, one of the most powerful ways we *SERVE* as a work family is by living out Malachi 3:10-12 "Bring all the tithes into the storehouse so there will be enough food in my temple. If you do," says the Lord of Heaven's Armies, "I will open the windows of heaven for you. I will pour out a blessing so great you won't have enough room to take it in! Try it! Put me to the test! Your grapes will not fall from the vine before they are ripe...Then all nations will call you blessed, for your land will be such a delight," says the Lord of Heaven's Armies.

This is the time of year we live out Malachi 3:10 and put others first financially as the *SERVE* funds are all reset, and we look forward to 2023 and begin tithing at the start of each month the anticipated 20% of our profits. This past year with the blessings of the WM Uniform and Provision teams joining our family we saw a wonderful increase in our opportunity to *SERVE* by way of financial stewardship and it's been exciting to see the *SERVE* funds all increase and the initial fund be established in Holland. It's truly a humbling privilege to reinvest and double down on our 20% giving promise as we grow.

Together we are Changing Lives by "Putting Others First" and *SERVING* each other, our customers, our vendors, and the communities in which we work, live, and play through our 20% commitment. That commitment wouldn't be possible without the amazing team that is WILDMAN!

#### **\$250 Double Up**

Want an opportunity to *SERVE* by doubling your impact and extending your generosity in 2023 and 2024? Wildman matches your donation \$1.00 for \$1.00 up to \$250 to any non-profit that lines up with our values. Simply bring a donation receipt to the HR team and we will cut a check in your honor. With 2023 coming to a close and 2024 about to kick off you have the opportunity to bless an organization with up to \$500.00 over the next two months.

May this Holiday Season bring you, your family, and our organization blessings beyond our wildest imagination!

## DEC. BIRTHDAYS

Gloriela Delgado, Dec 2  
Craig Briner, Dec 3  
Matthew Ostrom, Dec 3  
Andrew Bosch, Dec 6  
Loretta Cruz, Dec 10  
Rex Reimer, Dec 10  
Koby Watkins, Dec 12  
Rhett Silveus, Dec 15  
Vickmanuel Burgos, Dec 16  
Aimee Riemersma, Dec 17  
Stephen Marsh, Dec 17  
Shawndra Sproat, Dec 18  
Irma Aguirre, Dec 19  
Anyssa Segovia, Dec 21  
Debra Loskill, Dec 21  
Denise Waldron, Dec 21  
Hanna Prater, Dec 21  
Jay Harting, Dec 23  
Chris Williams, Dec 24  
Angela Hettinger, Dec 27  
Delores Cleveland, Dec 29  
Kristi Hosta, Dec 27  
Robert Doty, Dec 28  
Chris Moore, Dec 30  
Kim Saucedo, Dec 30  
Scott Coffman, Dec 31

## DEC. ANNIVERSARIES

Luis Gutierrez, 14 years  
Maria Vargas, 13 years  
Adam Lock, 9 years  
Jason Thompson, 8 years  
Stephen Bradley, 8 years  
Eric Van Meter, 7 years  
Ray Ortega, 5 years  
Bradley Hedington, 4 years  
Derek Thompson, 4 years  
Johny Vazquez, 4 years  
Thomas Cox, 3 years  
Kevin Davis, 3 years  
Jaime Baca, 2 years  
Jose Rivera, 2 years  
Tate Van Houten, 2 years  
Joseph Yocum, 2 years  
Benjamin Beers, 1 year  
Lindsay Jackson, 1 year  
Mariah West, 1 year