

Hussell

2018
AUG/SEPT



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The combination of education and fun made the RH-WDC Training Event a memorable day!

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HR UPDATE

Below are the new hires to RH. If you haven't already, please take a moment to welcome these employees to the RH team!

New Hires

BROCKVILLE

Lisa Van Jaarsveld - Accounts Receivable Clerk
Megan Holmes - Customer Service Specialist
Michael MacPhee - IT Support Specialist

CHILLIWACK

Tanya Blair - Material Handler

EDMONTON

Nicola Nager - Material Handler
Joseph Young - Accounts Receivable Clerk
Chantelle Robert - Accounts Receivable Clerk
Lindsay Gasser - Parts & Service Administrator

CALGARY

Chad McKinley - Service Apprentice Technician
Robert Bruce - Parts & Service Technician
Randy Nicolle - Market Sales Leader

LONDON

James "Jim" Green - Service Technician

TORONTO

Steven Baldwick - Installer
Joshua Wilson - Business Analyst
Greg Miller - Territory Sales Representative
Peter Andrew Kenyon - Executive Vice President



SASKATOON

Sandra Gorsalitz - Showroom Sales Supervisor
Gerald "Lee" Lainey - Service Technician

VANCOUVER

David Medeiros - CAD Designer
Carolina Aguirre - HR Generalist
Emily Ortis - Health and Safety Manager
Ian Crowne - Project Manager
Natalie Elizabeth Peer - Financial Analyst
Brendon Abbott - Customer Service Specialist
David Coffey - Shipper Receiver

MONTREAL

Yves Macly Prophete - Service Technician

OTTAWA

Russell Mackenzie - Design Sales

THUNDER BAY

Rebecca Mayo - Showroom Sales Representative

WINNIPEG

Ian Mendoza - Material Handler

Russell ▶ Hendrix
First in Foodservice Equipment & Supplies

FIRE UP YOUR CAREER!

Russell Hendrix is currently running a campaign through various channels to fill vacancies across the company. "Fire Up Your Career" was a natural slogan that relates the industry we are part of with the excitement of working at RH. You'll be seeing marketing material in upcoming industry publications, social media and email marketing, as well as throughout the various job recruiting sites we utilize.

Remember to take the time to check our careers site regularly for positions that may be available, and don't forget to check out the download link below for the **Internal Referral Program!**



EDMONTON LOCATION

Complete design and build set to finish in the fall of this year. RH also provided all the equipment for the restaurant.

the
green
MOUSTACHE

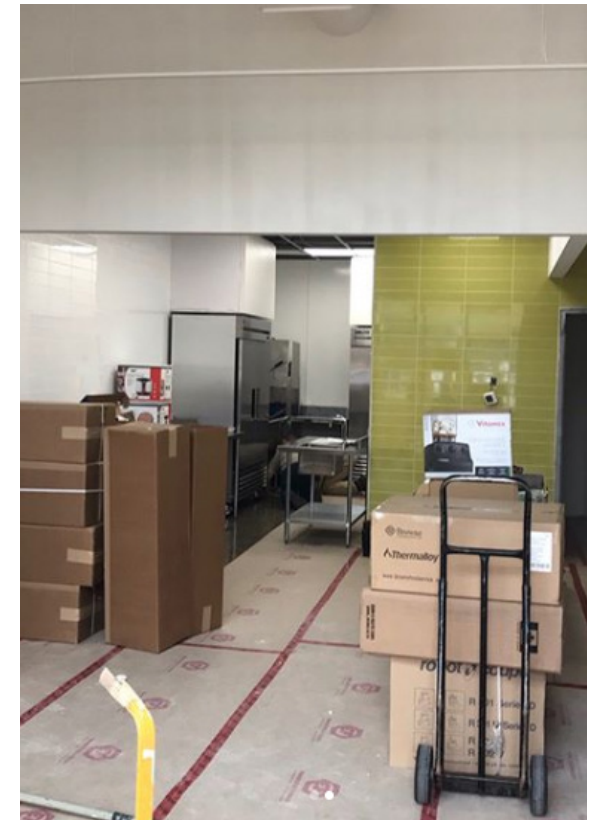
Edmonton

NEW BUILDS

RH has been working to complete a new cafe in Edmonton called The Green Moustache. This was a complete design and build for RH. We also provided all of the equipment for the restaurant. The project is set to finish in the fall of this year.

The Green Moustache Organic Café is Canada's only chain of 100% organic, plant-based restaurants. The Edmonton café, will be the company's fourth franchise location.

The Green Moustache Organic Café in Edmonton, Alberta, will be the first Green Moustache Organic Café outside of BC. The café is located adjacent to the new Studio X Bikram Yoga, both owned by franchisee Eva Chipiuk, providing an optimal location for promoting health and wellbeing.





ARAMARK UNIVERSITY OF ALBERTA

Here are some photos of the new install RH finished at Aramark University Alberta Lister Hall. The project was an estimated \$290,000.00.

EMPLOYEE SPOTLIGHT

We will be featuring employees in each Hussell edition going forward. This is a great way to get to know one another and learn what peoples positions are in the company. Here are the first 3 employee spotlights!



BIJU PHILIP TORONTO

What is your title/job description:

Title: Most interesting man in the world... Biju Philip's cereal never gets soggy. It sits there, staying crispy, just for him. On every continent in the world, there is a sandwich named after him. When he orders a salad, he gets the dressing right there on top of the salad, where it belongs... When he opens his arms people immediately hug him because they are drawn to him, when they see him there is no turning back. The police often question him, just because they find him interesting. Even if he forgets to put postage on his mail, it gets there. He's a lover, not a fighter, but he's also a fighter, so don't get any ideas. His organ donation card also lists his beard. Biju Philip is the most interesting man in the world.

Or I guess you can say I am the National Market Development Manager. The National Market Development Manager is responsible for the creation and deployment of strategic growth opportunities. Working with the Executive VP and Sales Director and MSL, this position addresses all phases of the strategic planning process, including initial

lead and opportunity management, market/competitive customer intelligence, and overall customer relationship management. This position plays a critical role in guiding and connecting resources across the different segments and ensuring all internal customers have the support they need to strategic business plans. The National Market Development Manager is also responsible for managing resources, processes, and systems to support profitable business growth and improve our competitive position specific regions.

What role did you start in:

Business Development Specialist which was code for... where do we put this guy?

What is your background/ education prior to RH:

Bachelor degree in Commerce and minor in communication from the University of Western Sydney Australia. Diploma St. Lawrence College advertising and public relations. Member of the Pita Pit original team Marketing Director and Operations in layman's terms I was the head roller. Level 3 SAP sales... which meant

I spent a lot of time with C level executives convincing them to share the secrets of what makes their businesses grow and sold them software to streamline their plans.

How would you like to improve RH/ what steps are you taking to see these changes:

My goal with Russell Hendrix is to identify key relationships and strengthen them for Russell Hendrix's benefit and to help our team guide and connect with potential customers and vendors or help them connect internally.

Favourite memory at RH to date:

The back of the bus on the way to the Blue Jays game with Neil Baker he knows what I'm talking about... or my trip to Calgary and Edmonton where I did an extensive study on which Govinda brother is better...

What are some hobbies/interests you have outside of work:

That would imply I have a life outside of work. The truth is hobbies and interests went out the window for Dora the Explorer and The Wiggles because of my beautiful twins.

Favourite drink:

Used to be an Arnold Palmer half iced tea half lemonade but now it's a John Daly same as above but add Jack Daniels.

Favourite quote:

When there is no struggle there is no progress.

Biju has been with RH since April 2016



Laura has been with RH for 7 years

However, she has worked at Hendrix on and off since she was 13 years old!



What is your title/job description:

Today my title is Manager, Street Sales Excellence. I love this new role because I get to work with many different departments more often than I did before. I'm now meeting weekly with Sales, Procurement, Marketing, Customer Service and Showrooms so I get to see all different angles of the business. This role involves communication between the departments, helping with marketing drive cycles, working on sales processes/strategies with Sales Directors as well as working on creating consistency in our Showroom product mix. Much of the position is gathering of facts and input from departments and then organizing that information into a strategy, plan or communication piece for another department.

What role did you start in:

At 13 years old, I was responsible for cleaning the Brockville showroom once a week on Saturdays. When I was 14 – 18 years old I worked in the Brockville Showroom with Larry Darling (CSS) on Saturdays as a part timer. Then when I was 19 I worked in the Ottawa Showroom part time with Darwyn Jenkins (Purchasing



The picture below is of Luke and I when I was 3 and Luke was 5 years old. We're working hard at Larry's desk. Who would have thought we would still be in the business?!

LAURA VANDER BAAREN OTTAWA

Manager) while attending University. I'm lucky enough to still work with these 2 great guys every day along with many others! 7 years ago, I started in Territory Sales in Ottawa.

What is your background/ education prior to RH:

I studied Law with a minor in History at Carleton University in Ottawa and then went on to complete my Law Clerk certification at Algonquin College. Once I worked in Law, I quickly realized it was not the career path for me and I began working at Hendrix which was one of the best decisions I've made!

How would you like to improve RH/ what steps are you taking to see these changes:

Communication. I believe it is important that everyone on the team, regardless of their role, is in sync with the company's core values, corporate strategy and vision. In my role, I'm doing my best to provide coaching and communication to the various departments I'm working with to ensure we are all on the same page and working together as a big team towards a common goal.

Favourite memory at RH to date:

Working on my first big smallwares project alone, and closing it! Chuck Nevay brought me in on a Contract job that we were doing at Gezellig, a restaurant in Ottawa. It was my first time working on a complete opening package but I managed to complete the sale and delivery (with a few hiccups... but who remembers those?!), it resulted in a relationship with the Beckta restaurant group in Ottawa that has been one of my tightest customer relationships to date. They just recently invited me to the 15 year anniversary of one of their other restaurants, Beckta. It's amazing the lasting relationships you can build in Sales.

What are some hobbies/interests you have outside of work:

Outside of work I spend a ton of time with my family at our family cottage in Brockville. I also play a lot of golf and I love cooking/entertaining for friends and family. In the winter I play squash and try to check out as many Ottawa restaurants as possible.

Favourite drink:

Caesar!

Favourite quote:

It's not a sale until it's paid!

EMILY ORTIS VANCOUVER

What is your title/job description:

Canadian Health & Safety Manager. I am responsible for developing, implementing, and managing the health & safety program across all business units and operations in Canada.

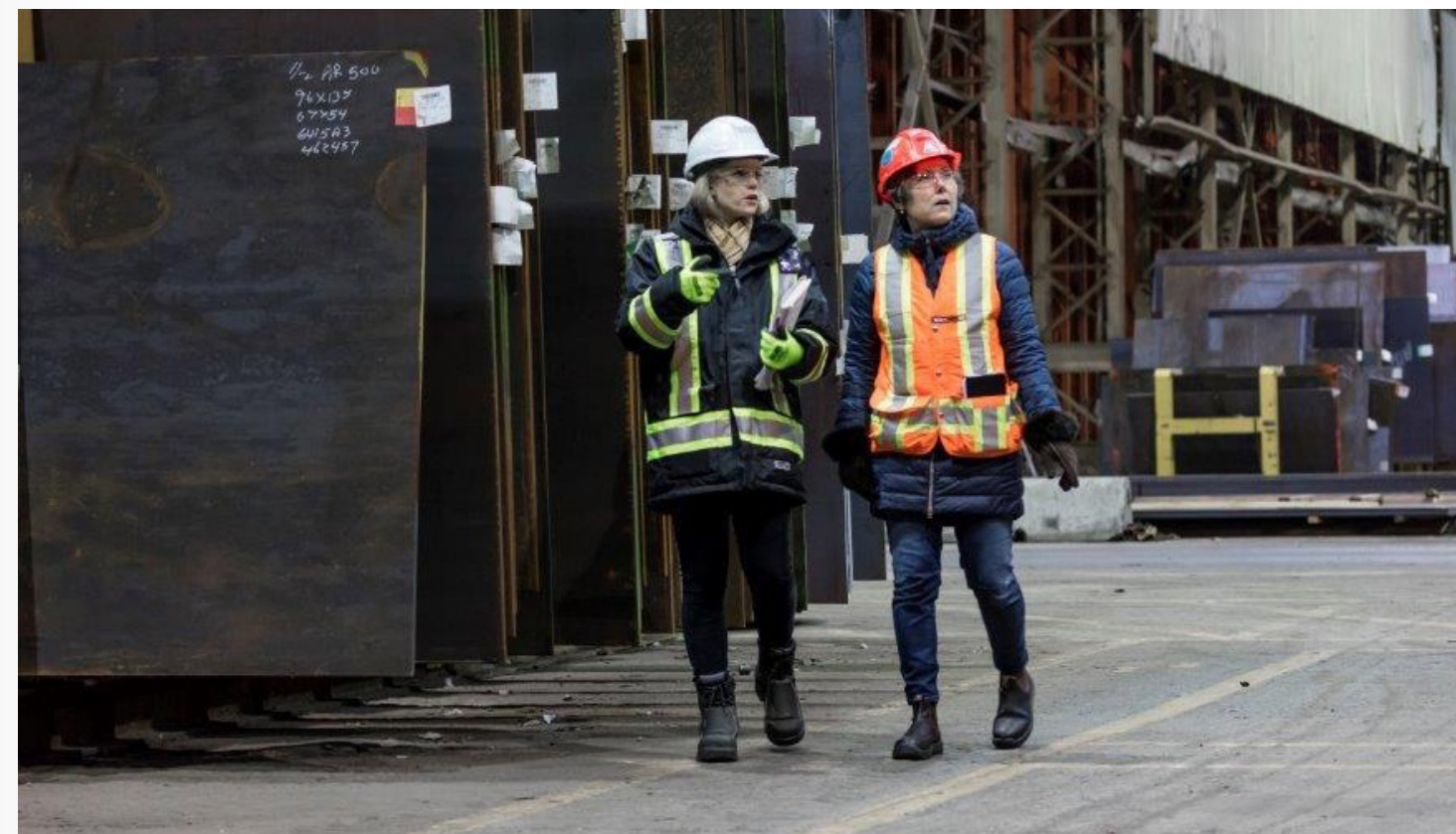
How did you find out about RH (or what attracted you to RH):

I was contacted by a third-party recruiting agency about the role. However, when I did some research on Russell Hendrix, I thought it was an exciting opportunity. Interestingly enough, during my research, I found out that the company I was currently working for – Russel Metals, does quite a bit of business with Quest Metal as a steel supplier. Small world!

What is your background/education prior to RH:

Originally, I went to school with the intention of becoming an employment standards lawyer. Things didn't go as I had planned – while I was working at a summer job during university I witnessed a terrible workplace incident and experienced firsthand how

devastating it was to the injured employee, but also the negative impact it had on the organization. It was my ah-hah moment. I scrapped the law-school idea and switched my BBA major to human resources management with the intention of specializing in occupational health & safety. I hold a bachelor's of business administration with a specialization in strategic human resources management. I am a chartered professional in human resources (CPHR), certified health & safety consultant (CHSC) and a construction safety specialist. I am currently working on completing my Canadian Registered Safety Professional (CRSP) designation – ETA June 2019. I have been in health & safety for over ten years in a wide range of industries including: retail, warehousing, manufacturing, oil & gas, construction, and heavy-machinery. Before joining Russell Hendrix, I was the Alberta & BC Regional Health & Safety Manager at Russel Metals. Prior to Russel Metals, I was a Health & Safety Coordinator for Leavitt Machinery in the jurisdictions of BC, Alberta, Washington, and Oregon State.



How would you like to improve RH/ what steps are you taking to see these changes:

I would like to create a standardized health & safety management system that is based on industry best-practices and jurisdictional compliance. To achieve this, my focuses will be on streamlining incident investigation processes, proactively managing WCB claims, developing safety training tied to job competencies and ensuring the organization is engaging in proactive safety versus reactive safety.

What are some hobbies/interests you have outside of work:

Outside of work, I enjoy long-distance road biking, boating, cooking, discovering new wines, spending time with friends/family and spoiling my two dogs.

Favourite drink:

Dirty martini with extra olives.

Favourite quote:

My tastes are simple: I am easily satisfied with the best.

– Winston Churchill

Emily and WCB officer. Emily was featured in the WorkSafeBC magazine last year.



LEFT TO RIGHT:
Joshua Wilson
Heather Auksi
Emily Shutt

The Business Planning & Analysis team (BPA) has 3 members, all of which work in Toronto out of Samor Rd. The BPA is part of the larger Finance team. The members include Heather Auksi (BPA leader), Joshua Wilson (newest hire on Aug 22nd), and Emily Shutt (has been with RH for 1.5 years and has recently

become a permanent resident of Canada!!!). Together, they run analysis and track the impact for corporate strategic initiatives, such as the pricing optimization strategy developed this year! They also develop, build, and maintain the reporting structure that exists outside of Traverse. When an Excel

DEPARTMENT SPOTLIGHT

Business Planning & Analysis Team

file fails to work correctly, they are the team that can get you up and running again. They are hoping to soon provide reporting KPIs, revenue and margin metrics through a BI (Business Intelligence) tool. The BPA is constantly looking for ways to make your job more efficient and help everyone work smarter, not harder.

They are always open and willing to hear suggestions on how to make reporting and our ERP better. This is where the new datasolutions@russellhendrix.com comes into play so please feel free to use it if you have questions or feedback.

Continued >

Heather:

Hi! I have been part of the RH team since September 2011. I started as a temp in London, working in AR prior to Longo's migration to Traverse. In February 2012, I became a permanent member of the RH team, in Purchasing. I have also worked in Strategic Accounts, prior to becoming a business analyst, under the tutelage of Neil Baker, and then Steve Viau. I consider myself to be high energy and am happiest when working on huge projects or making things more efficient! I also love using SQL code to resolve issues and construct reports. While I lead a team of analysts, my happy place at work is spending a whole day digging through Traverse, using SQL, to construct meaningful analysis or reports. Outside of work I love gardening, hiking and glass etching. I also have 2 cats, Prince, a silver tabby and, Lily, a snow leopard Bengal whom I love to talk about with anyone!

POLICY UPDATES

IT and BPA have made some changes to how to get a hold of them.

Below is a download link for a one page document which outlines who to email and when to email them. These changes are immediate.

To outline:

- ▶ If you want to speak to the IT team, email ITSupport@russellhendrix.com
- ▶ If you want to speak to the BPA team (Heather and Emily), email datasolutions@russellhendrix.com
- ▶ If you have pricing issues, continue to email pricing@russellhendrix.com

Joshua:

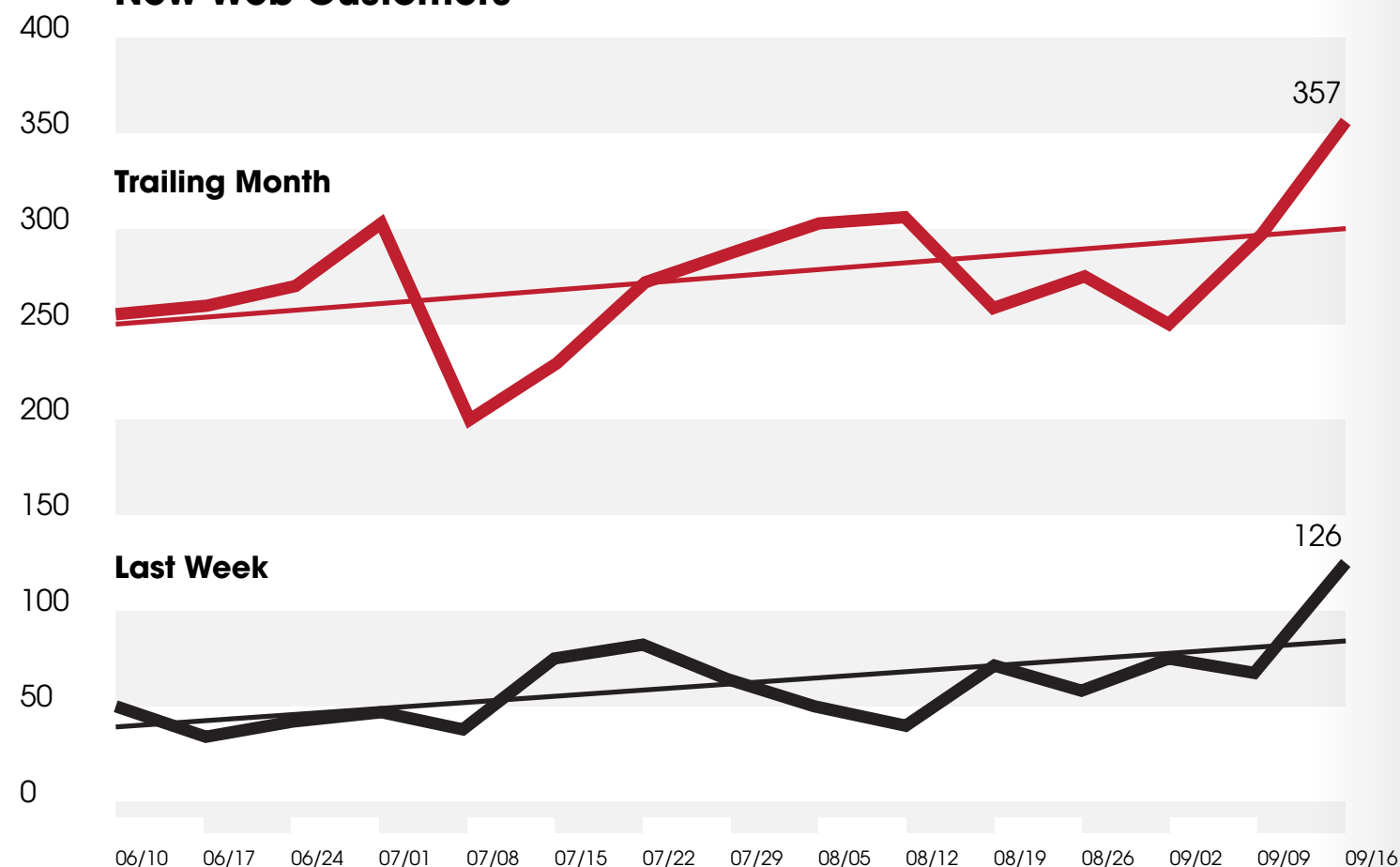
My title is Business Analyst. My job is to maintain, create, and implement new reports/analysis strategies. I'm creative and curious, leading me to think outside the box in both my work and personal life. I have many hobbies which include hiking, rock climbing, and woodworking. Some of my interests include psychology, anthropology, linguistics, and animals. Finally, I am a ginger and I do in fact have a soul.

Emily:

Hello I am Emily and I am originally from England but I have been in Toronto for 2 years now! My main role in the team is to be the ticket ninja. Therefore, I review and pick up most tickets that come through via the new Data solutions or the Pricing emails. This means I am more than likely the first point of contact on many issues and hopefully I help to resolve them too! I also have a great love for cats too as seen by my various cat related office objects.

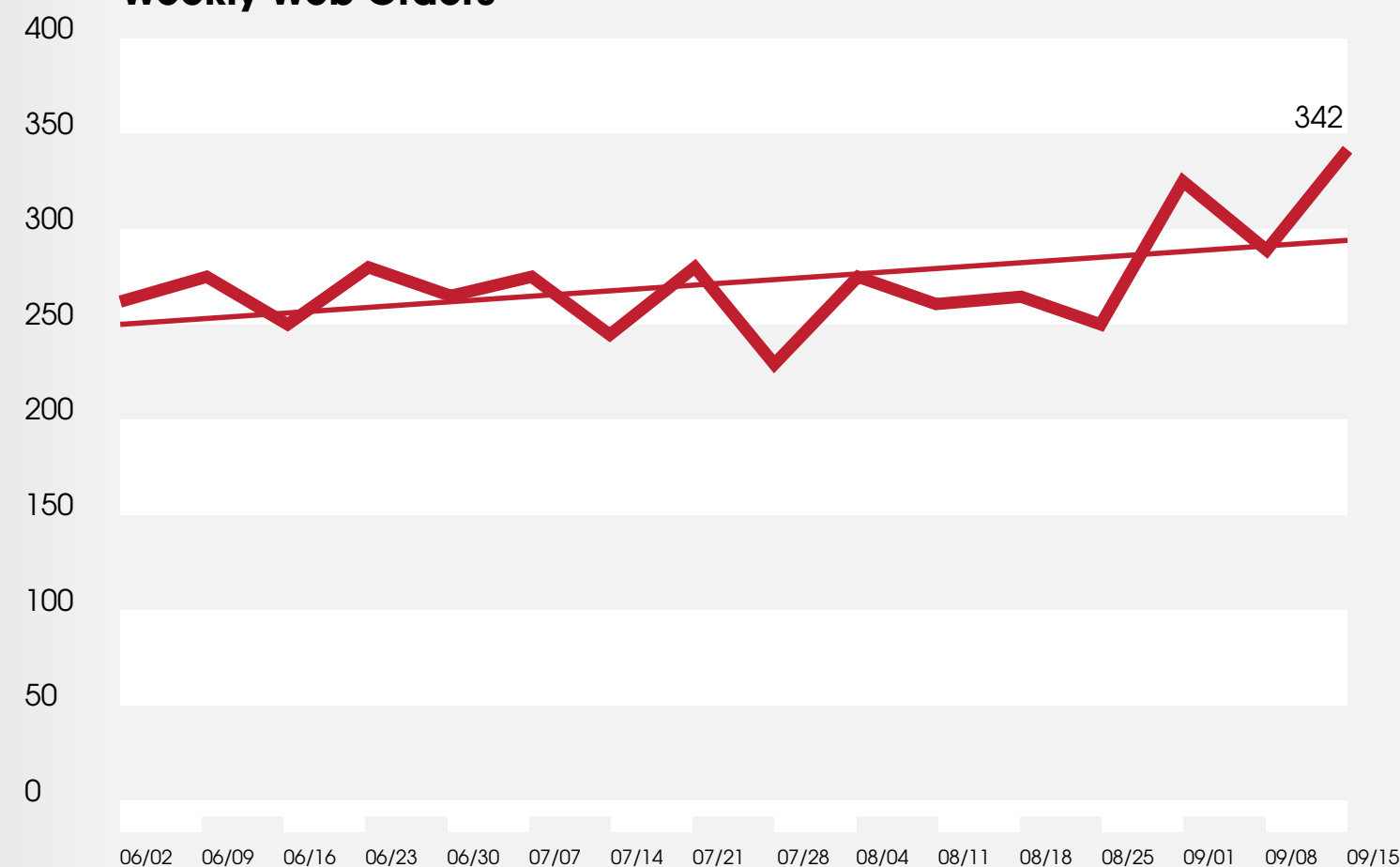
WEB STATS & ORDERS

New Web Customers



If you haven't already seen, RH has been conducting email blasts to encourage existing customers to sign up and use the web portal. We've been having success as evidenced by our growing weekly and monthly new web customer stats.

Weekly Web Orders



Order volume coming from the web continues to climb and make new highs. The more orders we can process in this manner, the more time everyone saves and the customer wins too by placing the order at their convenience.



Dave Mitchell, teaching "The Power of Understanding People"

RH-WDC TRAINING EVENT

An exciting event was held in Toronto on September 13th at the Russell Hendrix Clearance Centre, hosted in partnership by W. D. Colledge Company and Russell-Hendrix. The intent was to highlight and provide training to the Russell-Hendrix sales team on (10) of the brands represented by W. D. Colledge, with special focus on knowing which customers would benefit most from these key products.

The 10 brands include: Irinox, Turbochef, Hamilton Beach Champion/Moyer Diebel, Blodgett/Pitco, Southbend, Metro, Tablecraft San Jamar, and Grosfillex.

After the morning spent in small groups attending 20 minute rotations through each brand, the group moved to The E-Zone, an event space nearby.

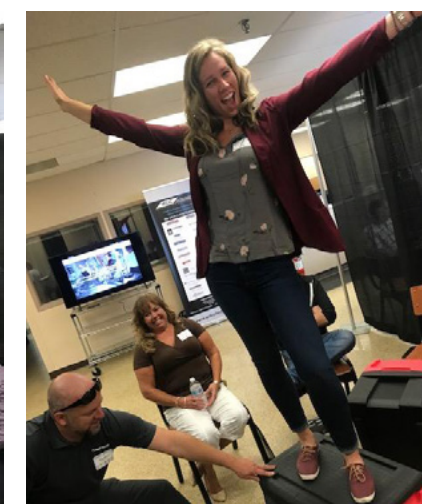
We had the opportunity to learn "The Power of Understanding People" from professional speaker Dave Mitchell. Dave helped everyone understand more about themselves and the customers we visit, and gave us all suggestions on how to better interact with our business associates. The "Enter-train-ment" value and learning opportunity from the presentation made for a fun way to spend two hours as a group.



An action shot on the Whirlyball court



Jeff Arp standing proudly while Jim Reganti provides the photobomb



Darcy Hawkins properly expressing the spirit of the day

10 KEY BRANDS WERE HIGHLIGHTED

Irinox
Turbochef
Hamilton Beach
Champion/
Moyer Diebel
Blodgett/Pitco
Southbend
Metro
Tablecraft
San Jamar
Grosfillex



COMPASS TRADESHOW MONTREAL

Alain Beauchemin & Lyne Davy attended on behalf of RH.

CHARITY

The Pier - Commonground

RH Brockville recently donated a fridge to a community group in need. The Pier's previous one had quit on them putting their service to the community in jeopardy.

The Pier provides free lunch Mon to Fri to those in need called 'Commonground'. They operate out of the Front street community hub that provides a variety of services for families, mental health, Court diversion and addictions services. Their volunteers thanked RH by providing a tour of the facility to Ted Livingston (not pictured), Larry Darling (middle), Heather Hall (on Larry's left) and Keenan Bere (On Heather's left).





EMPLOYEE SHOUTOUT!

In case you missed it on Yammer, check out the awesome employee shoutout for P&S Ottawa! Be sure to check out Yammer for more praises, news updates, fun content and team building!

W Every day I'm Hussellin'. W

- Rick Ross

Hussell

2018