



Rocky Brands Newsletter

www.rockybrands.com

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Quick Takes

- The corporate office is closed Monday, **July 4** in observance of Independence Day. All others see your supervisors.

Submit your news

Have something to share? Submit news to Rochelle Hawk, Rocky Brands copywriter, at Rochelle.Hawk@RockyBrands.com.

Include names, titles, details and photos if you have them. Deadline: July 20 for July edition.

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Photo by Jennifer Helber/Rocky Brands

2016 Durango Sole Performer Jamie Kent (center) entertains on the Durango Music Spot stage during the CMA Music Festival.

Durango shines at CMA Fest

NASHVILLE — This month, thousands descended on Nashville for the annual CMA Music Festival, but for Durango Boots it was more than a giant party — the team seized it as an opportunity for prime brand awareness.

“We had a great team this year who worked really hard,” said Erin DeLong, Durango Marketing Manager. “Duran-

go Boots was one of the only footwear brands that had a really large presence. Durango was plastered everywhere.”

This event stands apart from the trade shows and other events that Durango attends throughout the year. “It’s more about brand awareness and showcasing the

See CMA, pg 4

Women of Rocky Brands gather for new WIFI group

Fifty women attended the first meeting of the Rocky Brands, Inc. chapter of Women in the Footwear Industry, exceeding organizers’ expectations.

The group held its first meeting June 13 with the idea they would gather every business quarter. Then 50 people showed up.

“We may be meeting every other month since it was so well received,” said Theresa Ragosta, Manager, Employee Relations and Compliance, and one of the organizers.

Women in the Footwear Industry (WIFI) is the national women’s organization in the footwear industry.

WIFI harnesses the collective power of women to support each other and grow their professional networks and leadership skills.

Rocky WIFI, as the group will be known, brings this mission to women at Rocky Brands. “It’s not always convenient to go up to the Columbus chapter meetings,” said Ragosta of the nearest location.

The new group will gather to discuss, “from a woman’s perspective, topics of interest such as work/life balance, leadership and career,” said fellow organizer Andria Williams,

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June was packed with activities for Rocky associates



Clockwise from top left: The Wizard Sleeves win the 2016 RCIF Kickball Tournament. NHRA Funny Car Champion Matt Hagan poses with Ashley Walter during a Meet & Greet. Jessica Blanton tries out a health screening at the annual Health Wellness & Safety Fair. James Spratlin and family meet Southeastern Ohio Copperheads baseball players. / Photos by Stephanie Knight



Changing Roles & New Faces

The following Rocky Brands associates have been promoted or made lateral moves recently:

To fill a Durango Social Media Specialist vacancy, **Zoe Graham** has moved into this post. **Caroline Herd**, Georgia Boot Marketing Mgr., already familiar with the brand, will take over the social media and online marketing plan as the Social Media Specialist for Georgia. **Jordan Gottke** will now manage the Georgia Boot

Marketing responsibilities, as well as continue as Marketing Mgr. for the Core Marketing Team.

Rocky Brands welcomes several new associates:

Colton Adams:

Retail Associate

Brent Becker:

Territory Sales Manager, Lehigh.

Gillian Chute:

Grill Associate.

Nate McGuire: Grill Associate

Amanda Pugh: Account Service Representative

Cassandra West: Grill Associate



Gottke



Graham



Herd



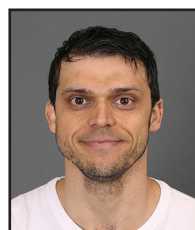
Adams



Becker



Chute



McGuire



Pugh



West

Rocky recognized for giving back to community



David Sharp
CEO

One of the benefits of a for-profit enterprise is that it can “give back” in some way. In many cases, this “giving back” takes the form of supporting the local community in which it operates. Although this action of charity can be purely altruistic, (that is the practice of disinterested and selfless concern for the well-being of others), there is a selfish rationale for businesses to give back to the community. Broadly speaking, the better a community’s infrastructure, schools, housing, safety, etc., the more likely it is to produce and attract talented workers to support the for-profit entity.

Rocky Brands, Inc., in one form of another has been in business, headquartered here in Nelsonville, Ohio, since 1932. And ever since its foundation, the company has been a good corporate citizen, supporting many initiatives to make the communities in which our associates live better places.

But, a few years ago, something very special happened at Rocky Brands, Inc. Several associates, grateful that they were gainfully employed by the corporation, wanting to show their gratitude in the form of giving back to the community, came up with the notion of the Rocky Community Improvement Fund. Since 2009, RCIF has donated more than \$321,000 to local causes, most of which was from individual employee contributions,

and its members have worked countless hours at community events.

As members of RCIF, we are not involved in this for recognition or accolades; however, we should all be proud that Columbus Business First recognized our philanthropy with the presentation of a 2016 Corporate Caring Award in the Human Services.

The Columbus Business First Corporate Caring Awards honor exemplary companies who creatively dedicate their resources to not-for-profit organizations. More than 100 Columbus-area companies were nominated in 2016 with a total of 15 being recognized in a variety of categories.

Specifically, we were recognized for the following projects:

- **Central Ohio Stand Down for Homeless Veterans:** Over the last five years, Rocky Brands has donated more than 2,000 pairs of new military-grade footwear and warm socks to homeless veterans at the event. Rocky also has helped organize its own volunteers, many of whom are veterans themselves, along with members of the Ohio National Guard to

assist with properly fitting the attending veterans with new footwear.

- **Habitat for Humanity:** Through both funding and the sweat equity of Rocky employees, two Habitat houses have been completed in Southeastern Ohio. After building their second home in a record “blitz build,” the employee-funded RCIF also awarded funds to start The Habitat Critical Home Repair (CHR) program to help homeowners fund crucial home repairs involving heating, electrical, insulation and roofing.



Sarah Milligan, VP of Lehigh Sales & Operations (left), and Kate Robey, Marketing Manager, Rocky Western, Duty, Outlet & Local, accepted the Corporate Caring award on behalf of Rocky Brands and the Rocky Community Improvement Fund.

- **OSU Star House:** Over the last two years, Rocky Brands has partnered with The Ohio State University’s youth homeless drop-in center to donate more than 300 pairs of warm boots, sneakers and socks to kids and young adults in need. Rocky already has committed to donating more winter-weather boots in 2017.

I am intensely proud of all of you who are walking the walk and showing you care about the places you call home. Our local community is and has always been a contributing factor to our success – and we will continue to pay that forward to our neighbors in need.

Submit your blog for a chance to win a free pair of boots

Have you checked out the Rocky Boots blog recently? The Rocky Team has been revitalizing the blog and would like your help.

Have a favorite pastime you’d like to share with the world? Enjoy hunting, camping or the outdoors in general? Rocky Boots wants to hear about it.

Submit your blog to Mickey.Coziert@RockyBrands.com.

If your blog is selected, you’ll receive a free pair of Rocky boots!

Topics of interest are farming, favorite recipes, weekend getaway spots, canoeing tips, top gear for the summer, and the like. Blogs can be as little as two paragraphs or as long as two pages. Top 10 lists are always popular as well.

WIFI, continued from pg 1

Manager, Project Delivery. “Some meetings will feature guest speakers and Meet the Leader.”

Those attending the June meeting included some who already are members of WIFI and others who are new to the organization.

During the kick-off lunch, attendees received general information about the program, as well as the Two Ten Foundation and the WIFI Mentorship Program.

In a survey, participants provided feedback on topics of interest and ideas for the group. “It’s up to you what we talk about,” Ragosta told the group.

Williams agreed, noting, “We want to know what you’re interested in as a woman working at Rocky.”

Those who wish to participate should RSVP upon receiving an email announcing the next meeting. Questions about the Rocky WIFI chapter may be directed to WIFI@RockyBrands.com .



Photo by Stephanie Knight/Rocky Brands

Lisa Johnson, Marketing Team Coordinator, Lehigh (left), and Karissa Hobbs, Digital Sales Manager, Georgia Boot, take home door prizes from the first Rocky WIFI luncheon.

CMA, continued from pg 1

Durango brand at a higher level,” DeLong explained.

The 2016 CMA Fest marked the event’s 45th year and broke attendance records with 88,500 fans daily. “There are so many artists performing, attendees get more bang for their buck,” said DeLong. “This type of event brings in a worldwide market. As a brand, we were able to engage with a large target audience at once since everyone was at the same place, at the same time.”

CMA Fest is a four-day event with more than 500 musicians and celebrities, more than 250 hours of concerts on 11 stages, free areas for fans, and opportunities to interact with performers. For the first time since moving to downtown Nashville in 2001, Chevrolet Riverfront Stage reached capacity twice on opening day, according to CMA CEO Sarah Trahern.

Durango sponsored the Durango Music Spot Stage at Fan Fair X in the convention center and featured up-and-coming artists, as well as established music veterans. Singers included Shenandoah, Confederate Railroad, Janie Fricke and Aaron Tippin, as well as 2016 Durango Sole Performer Jamie Kent.

Rolling Stone Magazine named Kent one of the 30 Must-See-Shows at CMA Fest this year, ranking him #3 on the list, ahead of Eric Church and Chris Stapleton.

After each performance, artists signed autographs in the Durango booth, generating great foot traffic for the brand. Durango gave out branded items and offered a green-screen photo booth for fans to have their pictures

taken as a memento.

When fans left Fan Fair X, they could walk over to Broadway and visit the Durango tent in front of the Hard Rock Café to enter to win a free pair of boots.

As a CMA partner, Durango was provided tickets to an exclusive partner suite at Nissan Stadium which allowed a VIP treatment feel for key Durango customers while they watched the nightly concerts. “We were happy to extend this special invitation to a couple of our top performing customers,” said DeLong.

Being at CMA Fest elevated Durango in a positive light, above and beyond just footwear sales, said DeLong. “We wanted individuals to associate Durango Boots as the footwear brand of CMA Fest.”

In addition to DeLong, Durango Social Media Specialist Zoe Graham stayed on top of social during the event while Senior Graphic Designer Jennifer Helber handled photography. Also working the festival were Byron Wortham, VP and Brand General Manager for Durango; Durango sales reps Gary Green, Clint Szalankiewica and Will Bradley; and volunteers from outside the corporation.

Musicians donate their time to CMA Fest and corporate sponsorships, such as that of Durango, directly support the CMA Foundation to benefit music education in schools.

“CMA Music Festival: Country’s Night to Rock” airs Wednesday, Aug. 3 at 8 p.m. EST on the ABC Television Network, which will encompass the CMA Fest activities.

