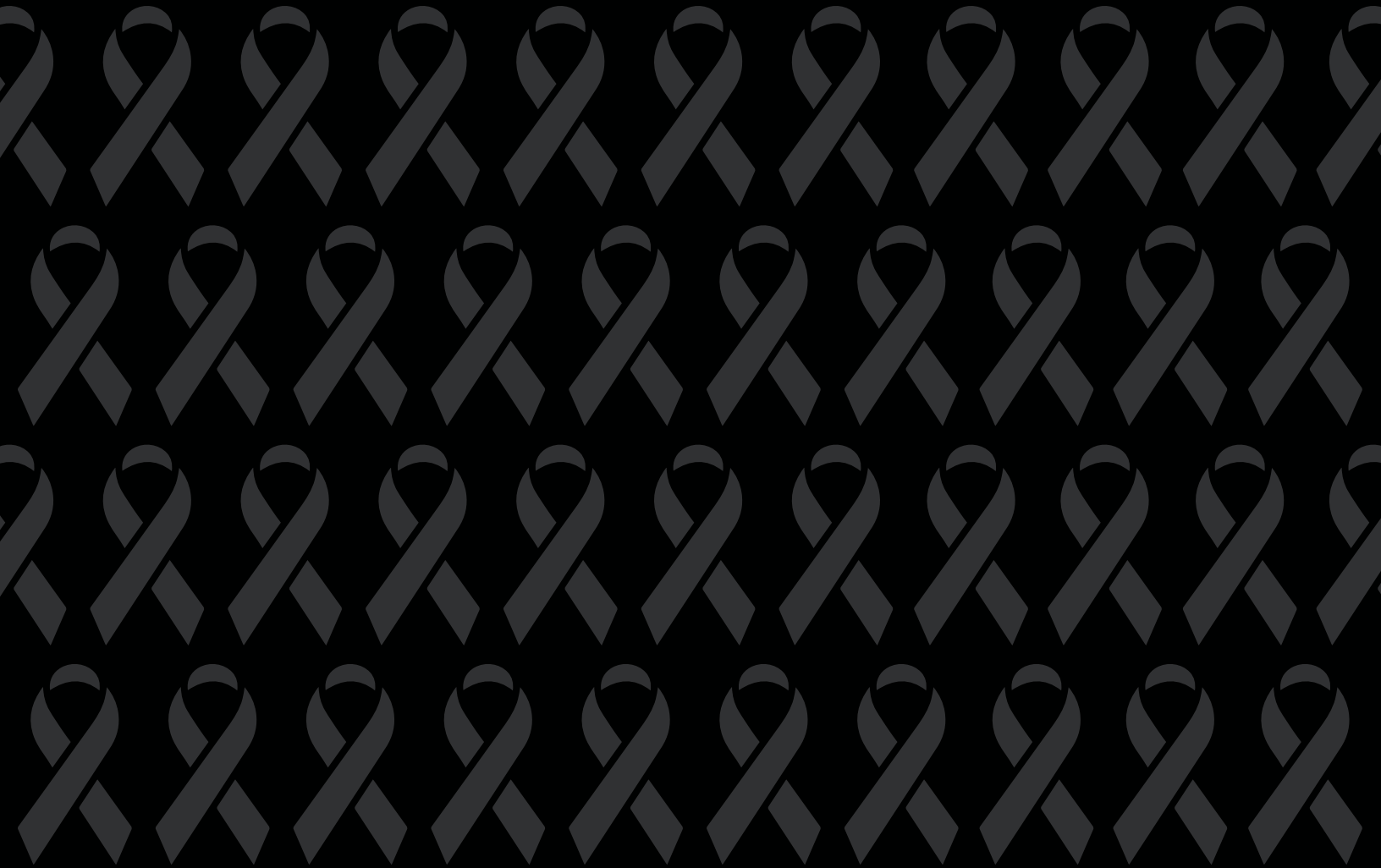


CONNECTIONS

The magazine for our no-equal employees

Winter 2020-21



The
Giving Back
Issue



A few minutes with

Brian Magstadt



Happy New Year! I hope you were able to celebrate and enjoy the holiday season with your loved ones in some form or fashion last year. 2020 was an extremely difficult and challenging year and yet, I continue to be deeply impressed by the incredible resiliency you have shown in response to the worldwide health crisis and its lasting impacts on our business and on our personal lives. I commend you for your ongoing efforts to keep yourselves, your families and your fellow employees safe by following CDC and WHO guidelines to social distance, wear face coverings and wash your hands frequently.

I also commend everyone at Simpson for continuing to provide outstanding service to our customers — that Relentless Customer Focus (Company Value #1) resulted in a successful launch into Lowe's in the midst of a very busy construction and repair/remodel season, all while continuing to serve our existing customers. Lowe's has been highly appreciative of our commitment to servicing their stores.

2020 Company Goals and Objectives

As you may recall, our business planning process in 2020 took a different path than in years past. Our annual objectives aligned with our 3–5 Year Strategic Company Goals and were categorized by Growth, Cost, Delivery, Quality, and People.

It has been a while since we discussed our 2020 objectives, so I thought I'd share some highlights.

Target (Growth): Implement Plan and Structure for Digital Building Technology Solutions.

We created a new position, VP of Customer Facing Technology, which April Burt filled last August. Previously, April focused on leading our ICS business unit. Late last year, she began collaborating with our various software teams to develop our technology plan, which included looking at the team's structure as well as how we present our entire technology solutions offering to our customers.

Target (Growth): Continue SAP Implementation and Enhancements.

As planned, we successfully rolled out SAP in Stockton, Gallatin, the U.K. and Ireland while continuing to focus on optimizing SAP for all users.

Target (People): Strengthen Culture & Leadership Assessment (CLA) Survey Results by 5%.

As you may have heard at the Q3 Quarterly Results Meeting or your local branch meeting, not only did we have a higher participation rate in the LRN CLA Survey, we showed incremental improvement in all eight survey areas. We believe more frequent company and branch communication, our new My Commitments program and our Strong Leaders program contributed to our favorable results. Thank you to everyone who participated in the survey and shared feedback. We are moving in the right direction, but we know there's further to go in strengthening our values-based culture, so we will continue to make this a priority.

We also had several 2020 financial targets in growth, cost and delivery. While I cannot comment on our annual results quite yet, I can say that because our company was deemed an essential business for the construction industry and because building remained steady throughout the year, our sales were up through Q3. This is truly a testament to all of you and your tireless efforts to keep the business going during an unprecedented and unpredictable time.

In a year that tested us, both personally and professionally, thank you for pulling together. Let's hope 2021 has a much brighter outlook.

Take care,

A handwritten signature in black ink that reads "Brian". The script is fluid and cursive.

Brian Magstadt
CFO

SIMPSON

Strong-Tie

The Simpson Strong-Tie *Connections* is published quarterly for employees, retirees and friends of the Simpson Strong-Tie Company.

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New VP of Concrete Ryan Kaelin



Congratulations to Ryan Kaelin, who was promoted to Vice President, Concrete Construction Products, after Jeremy Gilstrap accepted the Vice President and Branch Manager role in Stockton. Ryan joined Simpson Strong-Tie in 1995 as a retail specialist in McKinney, and has been taking on new roles with greater responsibilities ever since. Ryan was a connector territory manager and senior technical sales representative, with focus on growing anchor systems products in four states.

In 2007, Ryan became a sales manager in McKinney, leading a team of 10 TSRs and managing P&L responsibilities. With vast experience in the company's anchor systems product line, Ryan then took on the role of Director of RPS Products in 2015. He helped to rationalize the product offering and relocate the Baltimore operations to West Chicago.

Since 2017, Ryan has collaborated with Jeremy over the combined anchor and RPS product lines that we know today as Concrete Construction Products. Together they transformed operations into an improved and cohesive unit. They developed a strategy to help streamline the product offering and worked with Sourcing, Engineering, Production, and Sales to increase profit margins while continuing to grow revenue year over year. This focused market approach has helped the team emphasize higher margin sales in markets where we offer value to the customer.

Congratulations, Ryan! ≠

Annie Kao Named in Top 60 Women Leaders in Engineering

Vice President of Engineering Annie Kao was listed in the Girl Geek X List of Top 60 Women Leading Engineering Teams. The ranking of top engineers joins companion lists of top chief technology officers (CTOs), product designers, and architects as a predictor of industry leaders likely to land on the FORTUNE 500 list of top CTOs.

"I'm honored to be included in this group of entrepreneurs and innovators who are raising the bar for leadership in technology and engineering," Annie said. "I'm always looking for creative opportunities to help our partners succeed in the fast-changing world of building codes and engineering innovations, and it's incredible to see our industry recognized alongside some of the most renowned global technology and engineering companies."

Annie is a former director for the Structural Engineers Association of Southern California (SEAOSC), is a founding member of the SEAOSC Women in Structural Engineering Committee, and served on the Board of Trustees for Harvey Mudd College. ≠



New Remote Work Program

The company has introduced a new voluntary Remote Work program for eligible US employees. In 2020 and into this year, many office employees needed to work from home due to the COVID-19 pandemic. While unplanned, working from home has worked well for many, with the opportunities for better work-life balance and no commute time.

The program also benefits the company by opening up a larger candidate pool for jobs, retaining our employees and reducing our carbon footprint.

Resources for the new program, including the Remote Work Policy and employee and manager guides, are available on the Remote Work site under Quick Links on the **mystrongtie** homepage. ≠

April Burt Takes on New Role



April Burt accepted the new position of VP, Customer Facing Technology on September 1, 2020. April joined Simpson in 2012 as our Software Development Manager for Truss. In 2017, she was promoted to VP, Integrated Component Systems. In this role, she developed the strategy for the next generation of ICS software and products. She has also provided leadership to foster a healthy culture to motivate and engage her teams.

In her role as VP of Customer Facing Technology, April is responsible for developing and implementing a comprehensive strategy for all Simpson Strong-Tie customer facing software and services. While we currently have many software offerings that address our customer needs, we need a more cohesive approach to ensure we are easy to do business with and exceed our customer expectations.

Listen to April discuss her new role on the latest Strong Time podcast episode on **mystrongtie** (Our Company > Strong Time Podcast).

Congratulations, April! ≠

New Stockton Branch Manager Jeremy Gilstrap

In mid-August, Jeremy Gilstrap was named Vice President and Branch Manager for our Stockton, CA facility. Jeremy replaces Bruce Lewis, who retired at the end of last year.

Jeremy has been with the company for 19 years, starting in 2001 as a branch engineer in McKinney. He was promoted to branch engineering manager and then to R&D Engineering Manager at the Home Office. He took on the newly created role of Director, Engineering Services, leading the Viet Nam team to provide engineering services to our customers.

Jeremy was promoted to Vice President, Engineering in 2014 and then moved into the VP, Concrete Construction Products role three years later. His leadership in Concrete turned the concrete business around and reenergized the team.

Along with his family, he relocated to Northern California late last year to lead the Stockton branch. Congratulations, Jeremy! ≠



New Speak Up Listen Up Page



We have created a new Speak Up Listen Up page on **mystrongtie** (Our Company > Speak Up Listen Up).

Speak Up Listen Up encourages all employees to report concerns, violations or suspected violations to our Code of Business Conduct and Ethics without fear of retaliation. The Speak Up Listen Up page includes links to the policy, FAQs, and the confidential hotline.

Employees who have a concern can report it through the hotline by visiting **SpeakUpStrongTie.ethicspoint.com** or calling (844) 977-0008 toll free in North America. The hotline is confidential, easy-to-use, and available 24/7. A list of country-specific phone numbers for all employees globally is also available.

We will be updating the page with more resources throughout the year. 🚧

Culture and Leadership Survey Results

In August and September 2020 we completed our second Culture & Leadership Assessment (CLA). The CLA measures our progress in continuing to strengthen our values-based culture, based on the first survey conducted in 2018.

The CLA was offered to all employees in 22 countries and 14 languages via online, kiosk and paper surveys. Based on the 2020 results, participation in the survey was up by 4% from 2018 to 79%. About 1,400 employees left comments in the survey, which was nearly twice as many as in 2018.

We also improved in each of the eight focus areas we measured. To access the results, visit **mystrongtie** (Departments > Compliance > Culture & Leadership Assessment).

Thank you to everyone who participated! 🚧



Business Continuity Planning Team Update

As we enter into the new year, we are still operating under each state and country's COVID-19 restrictions. Simpson Strong-Tie has stayed strong throughout this pandemic and has made tremendous strides in keeping the balance between keeping our employees safe and providing relentless customer service.

We've seen extraordinary things from our Simpson Strong-Tie employees. Your perseverance, compassion and unbelievable resilience has been front and center from the very beginning of shelter in place and our primary focus has been on the health and safety of our employees. We instituted strict cleaning procedures at each of our facilities and that continues today. We implemented policies on how employees enter the facility and began the process of temperature screenings at each location. We continue to emphasize social distancing between employees and continuous use of face coverings to make sure everyone is safe in our offices and manufacturing plants. And we abide by local city, county and country restrictions put in place at all locations.

Balancing the welfare of our employees with our continued dedication to the growth of our business is also important. We continue to adjust to the changing conditions that exist in our world today. We have been very fortunate to be considered

an essential business that can continue to operate under these very stressful times in our country. Our Manufacturing team continues to monitor our inventory and production orders so we can continuously meet our customers' needs.

Our Senior Leadership and the Crisis Management team still meet twice a week to discuss the status of the company as it relates to COVID-19. We continue to monitor the number of cases by location to make sure we can still operate safely and make determinations if we need to adjust working conditions to ensure a safe working environment. We have adjusted our travel policies to make sure we have limited and safe contact with other employees and customers, and we continue to update our employees on a regular basis as to our current status with the pandemic.

This pandemic has taught us we are open to establishing new traditions while still keeping our company culture strong. Adjusting to our new conditions, we also took a look at our holiday traditions and ways we could still celebrate remotely.

Our Secret Sauce and company values continue to rise to the top. We appreciate everyone working together and want to thank all of you for your continued patience and understanding as we operate in our current working environment. ➤



Eagan Warehouse Relocates

The Eagan, MN warehouse relocated to a larger facility in mid-November last year. The new building is located in Inver Grove Heights, MN, seven miles away. The new building is 46,500 sq. ft. larger than the previous facility, and all 19 employees in Eagan have transferred to the new location.

The company has invested in the move as a commitment to future growth and to better serve our customers with faster product delivery and Will Call access. The new location provides more dock and office space, a larger training center, more efficient order picking and enhanced warehouse safety. ➤

UK and Ireland

Branches 36 and 32 (UK and Ireland) went live with the SAP system on October 5, 2020. Everything went smoothly for such a big project. The GoLive was the culmination of many months of effort by everyone in the branch, as well as a host of European and US colleagues and consultants.

Months of planning, analysis, coordination and training were necessary to finalize testing and preparation for the data move to production before the big launch. The run up to going live included:

- Inventory count finished midday Friday and the team got the green light that everything was in SAP and financially reconciled at 1:30 a.m.
- At 8 a.m. on Saturday, everyone on the Order Desk team began entering over 500 orders that had been received since the close on Wednesday. They finished at lunchtime on Sunday.
- Some data issues in production held things back on Saturday, but the soft launch went well on Sunday.
- The first hyper-care meeting closed at around 6 p.m., with everything going very well.

The day we went live, Branch Manager Malcolm Paulson noted there were no major issues, the team had put in every order received, and both Production and Warehouse teams quickly adapted to the new system. The support from the US had worked very well, with a Microsoft Teams meeting permanently open and attended by the consultant and US BPOs for quick answers to issues.

Toward the end of the week after go-live, the team worked on adapting to the new ways to get things done, which will still take some time. Back-orders also needed to be taken care of by the Order Desk and Warehouse.

“The morale and attitude of all the employees on site has been excellent and this has really helped,” Malcolm noted. Kudos and congratulations to all of the colleagues and consultants involved! Everyone set the bar high for implementations to come. ≠



SAP GoLive

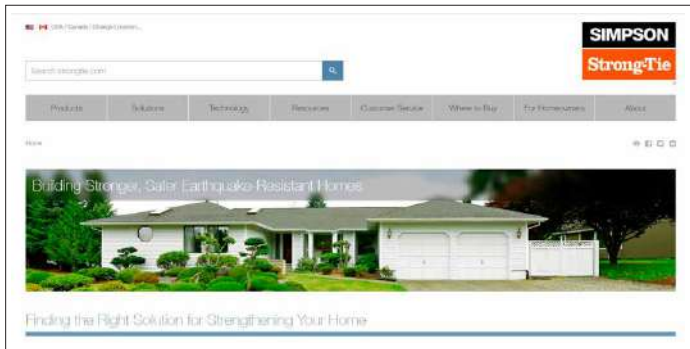


Seismic Retrofit Campaign

As everyone who lives in earthquake country knows, it's not *if* the big one hits, it's *when*. With that in mind, we created a seismic retrofit marketing campaign to increase awareness about our earthquake retrofit products, resources and expertise.

The campaign launched in coordination with the annual Great ShakeOut earthquake drills last October that encourages all residents, businesses and schools in earthquake zones around the world to participate in earthquake readiness drills. October was Earthquake Awareness Month, so the campaign was timed to coincide with that.

Stockton's Michelle Yee and Jim Mattison, who are based in Washington, spearheaded this year's effort with Marketing. The campaign, which included a series of social media posts and Build Strong blog articles to increase awareness about our seismic retrofit resources, ran through the end of 2020.



A series of social media posts highlighted our seismic retrofit resources, including the Seismic Retrofit solutions page, Build Strong blog posts on tips for homeowners in earthquake zones, and an “Ask Me Anything” panel discussion on Reddit that included R&D Engineering Manager Emory Montague. The website featured a promotional carousel on the homepage promoting our seismic retrofit solutions page found at strongtie.com/seismic.

Additionally, Michelle and Jim worked closely with regional and state associations in Washington to share our blogs on their websites, further amplifying our awareness reach.

If you don't already, be sure to follow the official Simpson Strong-Tie accounts on Facebook, Instagram, LinkedIn and Twitter and help extend our reach by liking and/or sharing our posts to your own accounts. 🛠️

outreach

Strong-Walls Featured in Art Exhibit

Part of the Highly Value Engineering (HVE) art exhibition included an installation titled ‘Strong Wall,’ showcasing a series of nine of our 15x7 Steel Strong-Walls® as interior cladding, and a stack of connectors.

The HVE project sought to highlight the elusive or fleeting beauty of construction readymades situated between the intersection of architecture, construction and art. The objects were exhibited to architects, designers and fabricators in August 2019 at the Los Angeles studio of Los Angeles/Berlin based designer Ben Tekena Koko. 🛠️



Photos credit: Ruben Diaz.

Nicholas Song Rescues Drowning Man

By **Jenny Xu** Human Resources Manager, Zhangjiagang

On August 19, my colleague forwarded me an article about the story of a warm-hearted man who rescued a young man drowning in the river. This hero is our Warehouse Manager Nicholas Song. When I found out local social media had reported the event to encourage other citizens with this spirit, it hit me that Simpson people should also know about it.

We held an all-staff meeting in Zhangjiagang where we commended Nicholas' heart-warming deeds and gave him gifts to express the company's respect and encouragement.

Nicholas was at home when he heard someone calling loudly for help around 9 am on August 15. It was a nearby neighbor. Nicholas quickly ran over and found the man struggling in the river and sinking quickly. With no time to search for any assistance or tools, Nicholas jumped into the three meter-deep (almost 10 feet) river to save him without any hesitation. Nicholas swam quickly to the drowning man and grabbed his hand.

The man was "as heavy as a mountain" as Nicholas tried to bring him back to the bank because he was desperately struggling, almost pulling Nicholas down with him. Luckily, with rich swimming experience, Nicholas calmed down quickly and finally saved him. The drowning man, Jiao, is 21 years old. He was fishing by the river when the hook caught his finger. He was about to crouch down to unhook it when he felt dizzy and fell into the river.

Jiao met with Nicholas to extend his gratitude. When he first saw Nicholas, he was surprised to see that Nicholas was very thin, weighing only around 50 kg (110 lbs.), while Jiao himself weighs 90 kg (198 lbs.). He realized that Nicholas must have spent all his energy to save him.

This story has touched every employee in Zhangjiagang. We are very happy and lucky to work with such a brave, kind and warm-hearted person. At the same time, we also hope that his spirit can be passed on to every Simpson employee. 🚫



Nicholas (left) and Jiao.

PacRim's Herb Kuhn Retires

By **Rob Torres** Operations Manager and **Jodie Kayler-Thomson** Accounting, Australia



Some people retire to slow down or travel, however our Pacific Rim General Manager Herb Kuhn retired for the most important and selfless reason: family.



After a monumental 17 years of service with Simpson Strong-Tie, Herb retired on October 31, 2020.

Herb started in 2003 as Sales Manager for Quik Drive® with a team of four before becoming branch manager for Australia and New Zealand, leaving with a team of 30 people across sales and admin.



Herb was pivotal in ensuring our Australia Pacific Rim footprint continued its steady growth across all product categories. More impressively, he walked the Secret Sauce talk. Herb's philosophy was a no door policy and he always had a great story to share.

Respected by all, Herb will be greatly missed. At the same time, we are very happy for him as he now gets to spend quality time at the farm with his wife Debbie, father-in-law Doug, and especially his grandchildren.

Some of our Senior Leadership Team shared their thoughts about Herb:

As soon as you start working with Herb, you immediately notice how engaged and focused he is in making sure the customers are taken care of. Over the years I have worked with Herb on a few projects, one of which was the introduction of our FRP (carbon fiber) range into Australia. Traveling to Australia, Herb had organized the whole team and prepared them for the week we were meeting. We saw several customers on the trip and every time I noticed the high respect they had for Simpson and for Herb. They clearly recognized his commitment and the team he has built in the region. It's not easy to be a small part of a large company but Herb managed the team to do a lot with less resources. You feel like you become part of a small family working with the AU/INZ team.

Besides his impressive work ethics and commitments, Herb is just a great "mate" and caring person to be around.

– VP European Operations
Michael Anderson

It is Herb's passion for the company, our people and all aspects of the Secret Sauce that are the driving motivations behind everything he does. Every decision is based on what is best for our customers and employees. There is no doubt we will miss our friend, and at the same time, we are thankful for his many contributions and happy for both Herb and his family as they look forward to their journey ahead.

– CEO Karen Colonias

I consider Herb to be both a great leader and a great friend. He has always gone out of his way to make people feel welcome when visiting his branches. And we saw some interesting places traveling together, not only in Australia and New Zealand, but also in South Africa (Cape Town and Johannesburg). Herb has always been about building a business the right way by putting his team in the best chance to succeed, and was willing to try new approaches. If something wasn't working, Herb wasn't afraid to make changes. He always treated his team with dignity and respect when he had to deliver tough news. His people-first culture is a tremendous asset to the company. Herb – I wish you all the best as you transition to the farm life in the country!

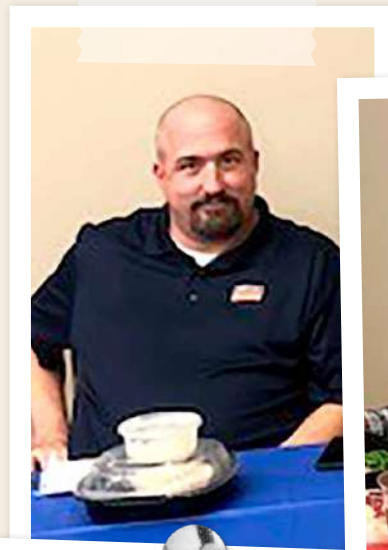
– CFO Brian Magstadt



Honoring Veterans

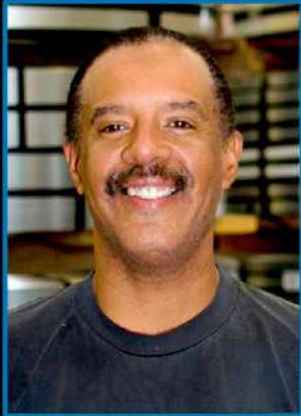
McKinney

We loved celebrating our veterans on Veterans Day!




Riverside

A special gift was mailed out to all of our veterans. ≠



Gerald Burge
Fabricator
United States Navy – 4 Years
Unit: 189



David Torres
Welder
United States Air Force – 8 Years
Generator Mechanic (Specialist)



Randy Ginter
Senior Quote Representative
United States Navy – 4 Years
Base San Diego – Over Seas



Ramon Rodriguez Jr
Machinery Repair
United States Air Force – 6 Years
Tactical Aircraft Maintenance (F-15E)
Senior Airman (SrA) E-4




Miguel Flores
Fabricator
United States Army – 2 Years



Ruben Garcia
Production Supervisor
United States Marine Corp – 5 Years
Two Tours to Iraq



Hector Ayala
Production Supervisor
United States Marine Corps – 6 Years
3rd Angako



July – December 2020

5 YEARS

BAD NAUHEIM (Germany)

Adam Malaika
Antje Schmidt

BOULDER (USA)

Kevin Boothe
Cory Peach
Mirko Prudek

BOULSTRUP (Denmark)

Jesper Hebbelstrup

BRAMPTON (Canada)

Kartik Trivedi

COLUMBUS (USA)

Chuck Frisicaro
Robert Gentile
John Mambourg
Terrie Taylor
Barney Webb

ENFIELD (USA)

Nick Robinson

GALLATIN (USA)

Ketra Curry-Haymer
Gregory Diamond
Chris Hughes

HO CHI MINH CITY

(Vietnam)

Thuan Do
Loi Le
Khai Phan
Bach Tran
Lan Tran
Tai Tran
Giang Vo

JESSUP (USA)

Dante Little

KAOHSIUNG CITY

(Taiwan)

Momo Liou

MCKINNEY (USA)

Lynn Conant

Edgard Garcia
Kerrick Klopfenstein
Porfiabel Neal
Cesar Restrepo
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Tommy Stangl
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S&P GERMANY

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Mirosław Cholewski
Ryszard Tlustochowicz

SAINTE GEMME LA PLAINE (France)

Serguei Bembinoff
Vincent Ravard

SANTIAGO (Chile)

Urrejola Matias

STOCKTON (USA)

Luis Felix
Jett Miller
Michael Pereira
Deborah Perusse
Jack Strong
Julius Valerio

TAMWORTH (UK)

Karl Warnett

WEST CHICAGO (USA)

Blake Breda
Jennifer Lindsey

10 YEARS

BAD NAUHEIM (Germany)

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Alexander Hillmann
Richard Wagner

COLUMBUS (USA)

Brian Danko
Eric Schelker

GUNNEBO (Norway)

Knut Ole Dahl

MELBOURNE (Australia)

Moises Urbina Duran

PLEASANTON (USA)

Lisa Rogers
Jim Walls

S&P FRANCE

Philippe Donadille
Remy Epardeau
Francoise Haon-Anderson

SAINTE GEMME LA PLAINE (France)

Laurent Bardin
Yvan Charrier
Christophe Mazouin
Stéphane Petit

STOCKTON (USA)

Gabriel Lozano-Rodriguez
David Mercado
Adolfo Perez-Espinoza
Don Wilden

TAMWORTH (UK)

Julie Anderson
Mark Harris
Mike Loveless

WARSZAWA (Poland)

Tomasz Szczesiak

WEST CHICAGO (USA)

Selamsew Kibew

ZHANGJIAGANG (China)

Guofang Gu

15 YEARS

COLUMBUS (USA)

George Detty
Aaron Fair
Norman Hall
Michelle Johnson
Rachael Maxwell
David Marshall
Doug Vickers

KENT (USA)

Layton Bumgarner
Duc Phan

MCKINNEY (USA)

Merrie Gomez
Sam Green
Francisco Hernandez
Daniel Horn
Anthony Perez
Myra Roberson
Bobby Sager
Adam Spears

PLEASANTON (USA)

Tim Branson
Caleb Knudson

RIVERSIDE (USA)

Noeun Choun
Andrea DeCorte
Ruben Garcia
Oleg Usenko

SAINTE GEMME LA PLAINE (France)

Alexandre Moinard
Jean Fernando Pereira
De Abreu

STOCKTON (USA)

Robin Fong
Gary Keathley

Tom Klisiewicz
Victor Mancinas
Luis Maya
Glenn Morris
Thien Nguyen
Chansamone Phommavongsa
Christina Ruiz
David Shafer
Luis Vazquez

TAMWORTH (UK)

Daniel Holland

WEST CHICAGO (USA)

Chris LaVine

20 YEARS

COLUMBUS (USA)

Tim Antoniak
Jose Esquivel
Bryan Rychlik
Greg Wujcik

MCKINNEY (USA)

Greg Bingham
Tammy Clouse
Terry Davidson

PLEASANTON (USA)

Jeff Ellis
Jana McLaughlin
Thom Murphy
Tim Murphy
Gregg Seavey

**SAINTE GEMME
LA PLAINE (France)**

Cedric Jarsale
Raphael Murez

STOCKTON (USA)

Greta Dodge
Vicente Garcia
Mark Gunder
Arnel Luyun
Francisco Martinez
Gary Pugmire

TAMWORTH (UK)

Keith Lister

WEST CHICAGO (USA)

Quentin Hibben
Joel Houck

25 YEARS

COLUMBUS (USA)

Jeff Emmons
Dan Lantz
Ken Mazik
Jerry McPheters
Bret Turley

MCKINNEY (USA)

Shayne Honea

PITT MEADOWS (Canada)

Dave Wilson

PLEASANTON (USA)

Gerry Hagel

RIVERSIDE (USA)

Robert Nye

STOCKTON (USA)

Sharon Angotti

WEST CHICAGO (USA)

Denise Nguyen

30 YEARS

MCKINNEY (USA)

Danny Gray
Rich Kessler
Kathleen Worth

PLEASANTON (USA)

Tom McClain
Todd Stuart

STOCKTON (USA)

Byron Cox

35 YEARS

PLEASANTON (USA)

Jin-Jie Lin

RIVERSIDE (USA)

Miguel Flores

company updates

What is Mission 500?

To realize our long-term vision as the trusted construction provider, we need to ensure we are a leader in all aspects of our business, including our software solutions for component manufacturers. Our ICS solutions are a key component of our overall business strategy and an important element to the health and growth of our company.

The Mission 500 initiative is the new Integrated Component Solutions strategy to increase the number of qualified users of our

Component Solutions software by 500 within 5 years (by 2025), and retain 90% of all current business. Our shift in focus to users is to emphasize the importance of taking care of end users' needs, maximizing customer satisfaction and ensuring customer retention.

To meet the goals of the Mission 500 initiative, we are focusing on exceeding customer expectations by getting to know each user, their challenges and pain points. We are tracking and improving our customer support response time and solution effectiveness, as well as asking our customers how we're doing. We've also established a Customer Experience Committee that is focused on elevating the customer experience.

Our truss business is a critical piece to securing and growing our connector and fastener business. Mission 500 closely aligns with our Company Values #1 – Relentless Customer Focus and #2 – Long-Range View.

To listen to the Strong Time podcast episode with April Burt where she talks about Mission 500, go to the Strong Time podcast site on [mystrongtie](#) (Our Company > Strong Time Podcast). To learn more about our truss business, visit the ICS site on [mystrongtie](#) (Business Units > Integrated Component Systems).



New Products Update

Mass Timber Screws

We have introduced three heavy-duty, Strong-Drive® mass-timber fasteners:



SDCF Timber-CF Screw — a structural fastener in several lengths up to 23½". These 0.315"- and 0.394"-diameter, fully-threaded structural fasteners provide uncompromised strength for beam reinforcement, floor-to-floor and butt joint applications.



SDCP Timber-CP Screw — a structural fastener available in several lengths up to 14". These partially threaded, 0.315"- and 0.394"-diameter structural fasteners are designed to pull structural members together with superb holding power and excellent load capacity.



SDHR Combo-Head Screws — 4" and 6¼" structural fasteners with a partially threaded, sturdy 0.394"- and 0.472"-diameter. They're designed to pull structural members together while providing excellent connection strength — especially when connecting steel plate connectors to wood. The unique "combination" head allows driving using either a hex bit or T40 6-lobe driver bit.

For more information, visit go.strongtie.com/masstimber.

WBAC Connector

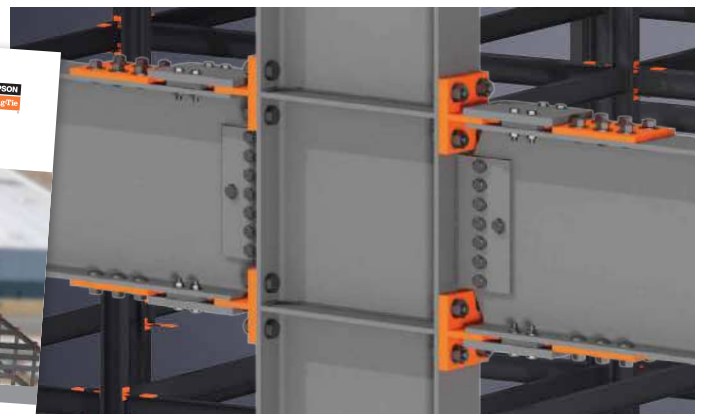
The new WBAC wood backing steel connector is an easy, versatile solution for connecting wood backing to cold-formed steel studs. Ideal for heavy wall hangings like cabinets or shelves, the WBAC has unique rolled tabs that provide extra strength and stiffness. Installation is simple, with sight lines to guide alignment and pre-punched holes that enable use of the same screw type for both wood and stud attachments. And with multiple models to accommodate different flange widths and no predetermined spacing layout, the WBAC is a highly adaptable wood backing CFS connector.

For more information, visit go.strongtie.com/wbac.



Yield-Link® Design Guide

The newly released *Yield-Link® Moment Connection Design Guide* includes design requirements and considerations, methods of specification, and the product and anchorage information necessary to create moment connections for structural steel projects. The design guide also introduces newly validated applications for our innovative Yield-Link moment connection. ≡



My Framework

2020 End-Of-Year Performance Conversations

It Was a Heck of a Year

2020 was a whirlwind year on so many levels, and it's likely we are all feeling drained. Your end-of-year conversations should now be underway. My Framework has been around for almost five years, and the intent of these conversations remains the same: to provide managers and employees with the opportunity to discuss performance and goals throughout the year. Even in normal times, priorities sometimes shift throughout the year, and our goals can change. In 2020, shifting priorities and changing goals was the new normal.

An Adjusted Approach This Year

It may be tempting to skip end-of-year conversations, especially if you're dreading the idea of having that conversation virtually. Our recommendation — don't give into that temptation. As we mentioned in our Stay Strong article during mid-year, these feedback discussions between managers and employees are even more important during challenging times. Performance conversations should never be skipped; however, you may need to approach them a little differently this time around.

Show Empathy and Patience

For many employees, work may have taken a back seat to caregiving, homeschooling, and new day-to-day stressors never experienced before. It's critical that leaders are mindful about all the changes people are going through, and bring even more empathy and patience into performance conversations. For managers, this might be allowing your employees the time and space to vent or express their frustrations, fear, concerns, or challenges. Use the conversation to show support, connection, and genuine care for their professional and personal well-being. For non-managers, understand the unprecedented pressures and stress that managers at all levels in the company are experiencing. A strong manager has the “double

duty” of taking care of their own well-being, in addition to caring for their team. Check in with your manager, and let them know you appreciate what they're doing to keep the team moving forward.

Encourage Self-Assessment

Whether you are a manager or a non-manager, consider your own performance and achievement toward your goals this year. What challenges or impact did the pandemic and other factors have on your engagement and motivation? How did you keep yourself accountable for your goals? If you're a manager, encourage employees to share their self-assessment during the end-of-year conversation.

Celebrate Top Performance

Some people really shine during crises, and chances are we have seen people who stepped up during this tough year and proven to be top performers. Maybe that person was you! Share those achievements and efforts with your manager, and why you feel those situations were important and impactful. If you are a manager, recognize the specific actions and behaviors that you have seen in those top performers, and identify the positive impacts to the team. Given how fast we were all moving to adapt to 2020's curveballs, pausing to celebrate the good stuff goes a long way in spreading appreciation and value for each other.

Acknowledge the Virtual Environment

If your end-of-year performance conversation is happening virtually this year (because, what isn't happening virtually this year??), acknowledge and prepare for the potential impacts this may have on the conversation. We highly recommend utilizing video, so that both participants can see body language and facial expressions. Allow for small talk or chit-chat to reconnect on a personal level, especially if you haven't seen each other in person in a long time. 🍷

Rich Kessler Retires

Mckinney Branch Sales Manager retired at the end of 2020 after 30 years! Rich started with the company in 1990 and he was only the third person based in Florida. Prior to coming to Simpson Strong-Tie, Rich worked for one of our distributors.

“The Branch Manager at that time, Dick Perkins, convinced him to leave the Simpson distributor that he worked for in St. Louis and take over the newly created sales territory on the Eastern side of the Sunshine State. Since then, Rich has been a leader within our salesforce,” said VP and McKinney Branch Manager Phil Burton.

The roles Rich held include salesperson, the company’s first anchor specialist, territory manager, regional sales manager and branch sales manager.

“Rich focused much of his career on perfecting the craft of selling Simpson products. He polished his own skills and worked to help teach them to our next generation of sales leaders. Rich was on the ground and helped lead a very successful transition to a dealer-direct distribution channel which started in Florida and swept across the rest of the branch territory. Rich’s fingerprints are on nearly every sales success that the McKinney branch has had over the past three decades and there is no way to overstate his impact,” added Phil.

Happy retirement, Rich! ≠



The Great Shakeout

Pleasanton

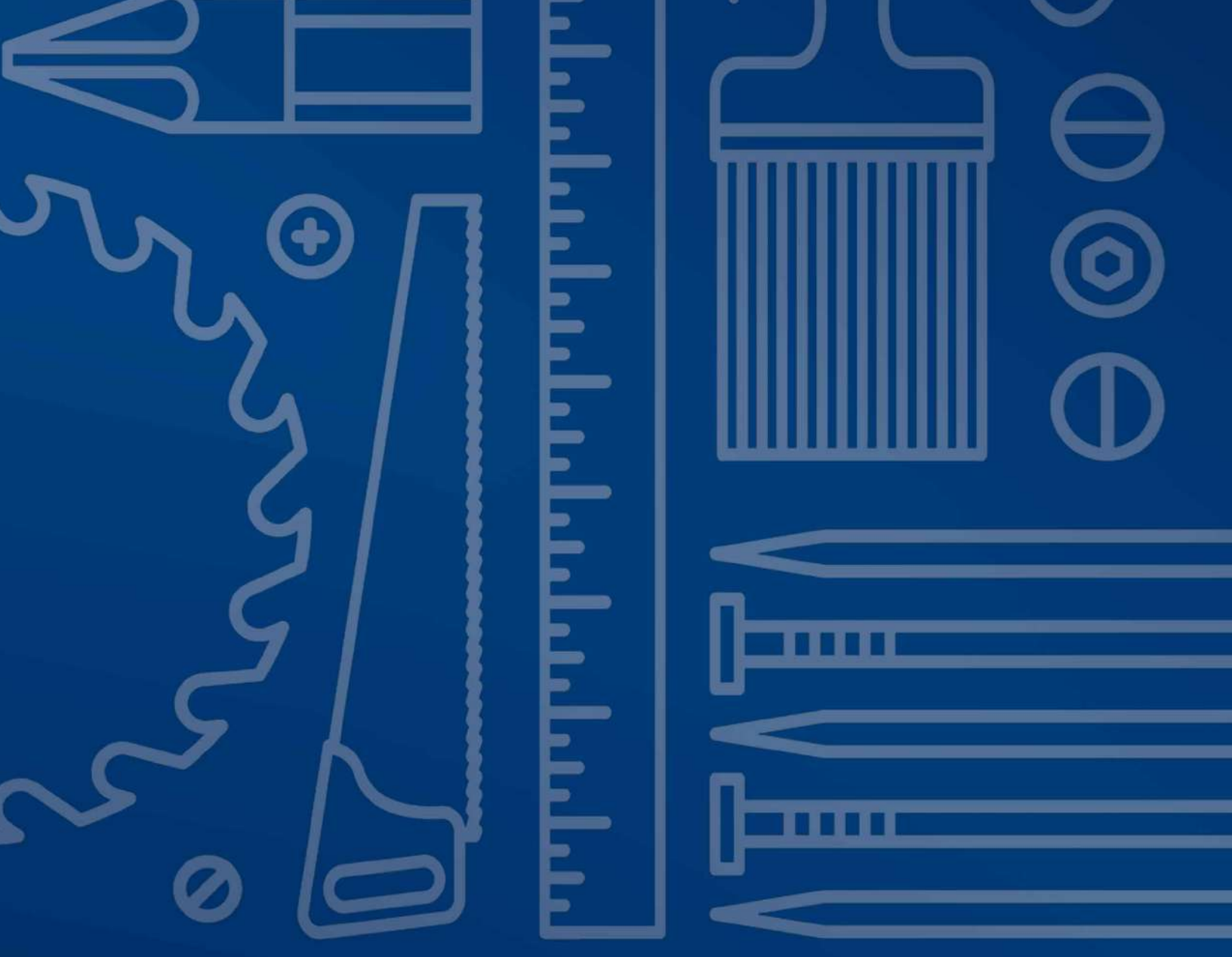
R&D Engineering Manager Emory Montague again participated in a Reddit Ask Me Anything event to answer questions about earthquakes and tsunamis in the Pacific Northwest. Here is the link to the thread: [reddit.com/r/IAmA/comments/j67nrf/were_pacific_northwest_earthquake_experts](https://www.reddit.com/r/IAmA/comments/j67nrf/were_pacific_northwest_earthquake_experts).

Riverside

Riverside held a photo contest of employees practicing “Drop, Cover, and Hold On!” for when there’s an earthquake. Arizona, Nevada, New Mexico and Hawaii were also part of the contest. The winners received their choice of either a half day off or a \$50 gift card.

The Great ShakeOut is an opportunity to participate how to be safer during earthquakes by practicing action to reduce injury and death during earthquakes, update emergency plans and supplies, and secure your space to prevent damage. ➡





Successful Partnership with Dunn Lumber

By **Norm Henson** Territory Manager, Washington | **Zac Page** Fastener Technical Sales Rep, Washington
Jim Mattison Training Specialist/Outreach Coordinator, Kent

Everything changed on March 27, 2016 at our Kent, Washington Specials Factory and Training Center, where a partnership with a regional, multi-location lumber dealer was strengthened!

On that day, Dunn Lumber and Simpson Strong-Tie came together to discuss opportunities and challenges both companies faced trying to grow their structural screw, deck fastener and post installed concrete anchor sales.

We wanted to be the preferred option for a post installed anchor solution or multipurpose wood screw for Dunn customers. Many key products were not stocked, or not in the proper location. Meanwhile, Dunn Lumber wanted to expand their product mix with a well-known and trusted brand, knowing they could benefit from our specifications, trainings, marketing and sales team support.

Our challenge was that most builders and DIYers prefer our products once they have used them; however, these products were difficult to source and often needed to be special ordered. We needed a supplier to partner with, so end users had easy access to our products across the Seattle metro market.

The challenge for Dunn Lumber was retail space. How could they incorporate more of our fasteners and concrete products into an already extensive product offering in their nine locations? We started by displacing OZCO, which was underperforming and located next to our connectors. To fill the 16 lineal feet, Norm, Zac, Michelle Yee and Justin Fox developed a custom fastener program consisting of a robust product mix of deck drive, structural screws and connector fasteners.

We were able to place a four-foot set of Outdoor Accents® at each location, which has been a great success. Though we didn't have ideal placements for all of our products, we were in the game!



New 4' anchor set with new shelving (Lynwood, WA).



L to R: Norm Henson, Scott Zuidema and Erin Gibson (Renton, WA).



New 4' fastener set with new shelving (Renton, WA).



L to R: Michelle Yee (TM), Norm Henson (TM), Dan Peterson Dunn (PM), Erin Gibson (Buyer), Andy Sheerer (Marketing), Zac Page (FSS TSR), Jake Mathieson (Dept. Mgr.)

Gallatin is where our partnership grew to the next level. In October 2019, Zac, Mike Wright and Norm hosted Dunn Lumber buyers, focusing on new products, future product opportunities, corrosion, and fastener testing. The Gallatin team joined us with terrific presentations. The amount of time, preparation, and thoughtfulness put into the visit was not lost on the Dunn team. The highlight (aside from the hot chicken in Nashville) was the Quik Drive® system demo.

Dunn Lumber offered the system about ten years ago with limited success, and weren't excited to revisit the product. The demo of the new cordless Quik Drive changed their minds and they agreed to stock the cordless and several Quik Drive screw options.

Thanks to Clark Allen, Scott Park, Brandon Ward, Bob Leichti and the entire Gallatin production team for providing Dunn Lumber a truly no-equal experience!

From the Gallatin trip and evaluation of the sets placed in 2016, we identified new opportunities for removing underperforming product and increasing inventory of others, including flagged structural screws and stainless steel SDWS, Titen HD® anchors, and SET-3G™ epoxy. We added 49 new fastener skus and 19 new concrete anchor skus to all locations, comprising \$676,095 worth of new business annually. We displaced a large amount of FastenMaster® products, giving us key placement in the fastener aisle.

To help our products stand out, we found new customizable shelving options for merchandising bulk fastener and concrete products. Norm and Scott Zuidema presented the options to Dunn Lumber's Erin Gibson in early July 2020, winning her approval. This was no small feat, as our team needed to build the sets with Dunn Lumber to ensure we fit their specifications for each store.

In August 2020 we reset eight of nine locations, impacting four different areas within each store. This was a collaborative effort between our PNW team and Dunn Lumber. Thank you to everyone involved for the ongoing success of our partnership! 🍷



Remembering Martin Joyce

By **Malcolm Paulson** Managing Director, Tamworth

It is with great sadness that I let you know of the passing of Martin Joyce, who worked in our Customer Care team here in Tamworth.

Martin collapsed at home in early August, suffering a stroke and passing away in the hospital.

Martin joined Simpson in 2008 when we acquired Liebig Bolt Company and served the company for 12 years. He was based at the Silica Road site, which is now the European Testing Laboratory and he, along with two other employees, became part of the Simpson family. Martin joined our Customer Care team and established himself as a respected worker, serving the anchor side of the business and later the builder merchant division.

Martin was much liked and loved by his colleagues and customers. His dry, cheeky, and often risqué sense of humour made him a real character. He was hard working and represented Simpson professionally and knowledgeably when supporting our customers.

Martin was 54 when he died, leaving his partner Bernadette and three adult children. He will be missed by everyone in the Tamworth branch, but in particular his Customer Care team, with whom he was very close.

Our thoughts and prayers are with Martin's friends and family. ≠

charitable giving

Hurricane Relief Donation

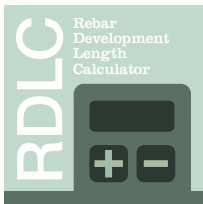
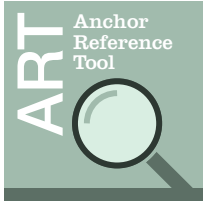


In November 2020, the company donated \$25,000 to the American Red Cross Disaster Relief Fund to aid communities in the US and abroad with rebuilding after the devastating Atlantic hurricane season.

The 2020 Atlantic hurricane season has been the most active ever documented, with thirteen storms strengthening to hurricanes, the second highest number in recorded history. Arriving within two weeks of each other, Hurricanes Eta and Iota affected millions of people. Eta disrupted the lives of more than 2.5 million people from Panama to Belize, with the most severe impact in Honduras, Nicaragua and Guatemala, according to the American Red Cross. In Nicaragua, 33,000 people had no access to drinking water, and in Honduras, 1.7 million people evacuated to more than 170 shelters.

To make a contribution and aid in disaster recovery efforts through the American Red Cross, visit [redcross.org](https://www.redcross.org) or send a donation to your local Red Cross chapter. ≠

Software and Web Apps Update



Thanks to our Software Development team, we have launched new desktop applications and updated some of our customer web applications, including the following:

New Application Launches

- Drawing Finder for Revit (DF) v1.0.0

App Enhancements

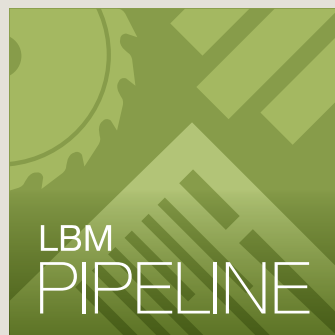
- Joist Hanger Selector (JHS) v2.0.1
- Fastener Designer (FD) v1.2.1

Major Updates

- Adhesive Cartridge Estimator (ACE) v3.0.0
- Anchor Reference Tool (ART) v1.5.1
- Rebar Development Length Calculator (RDLC) v3.0.0
- Site-Built Shearwall Designer (SBDS) v1.2.0
- Strong-Frame® Moment Frame Selector (SFS) v5.0

If you have any questions about these applications, or suggestions for improvement, email softwareapps@strongtie.com. ≠

Software Highlight Pipeline LBM



Pipeline LBM is a versatile, cloud-based material management and estimating system that transforms takeoff quantities into real-world data to drive our lumberyard customers' business. Pipeline LBM software is managed by our builder and LBM software experts in West Lafayette.

Pipeline LBM utilizes the Estimating Module from our Pipeline software for builders to help our lumberyard customers convert takeoff measurements into a usable bill of materials. Improvements in speed and accuracy are the key benefits that will help our lumberyard customers realize a more efficient, productive and profitable business. The software is also scalable and has the ability to integrate with existing platforms a customer may already have.

We are currently developing an updated Pipeline LBM platform and user interface. Once released, we'll be implementing a marketing campaign targeting our lumberyard customers to show how Simpson Strong-Tie can help them transition to a more efficient way of streamlining their estimation process.

For more information on the LBM estimating offer, talk to your branch Business Development Specialist. ≠

employee profiles



David Bright

Shipper — Stockton
With company 40 years

“Receiving the inbound trucks and watering the plants,” is how David describes his first job ever. Now, his proudest accomplishment is “working at Simpson Strong-Tie for this long.” David loves “pulling truck loads and working with the crew to get work done on time” and he feels similarly about the Secret Sauce. It’s about “working together and pulling your load to better the company.” Outside work, David loves “collecting old baseball and football cards. It’s fun putting sets together.” He says the best place he’s visited is “Israel, because of the history.” Congratulations on your long-time contributions to the company, David!



Christine Pelfrey

Associate Quote Representative — Riverside
With company four years

Christine was a stay at home mom before joining Riverside. Becoming a mom is her proudest achievement, and she wanted to be a teacher as a kid. Christine enjoys “creating anything. Writing, crafting, any of that is therapeutic to me. I also love to read!” At Simpson, she is responsible is validating reports and various team tasks, and “appreciates the opportunity to learn new things and how I’m encouraged to improve current methods.” She describes the Secret Sauce as “what keeps you wanting to go back!” Christine says the best place she’s visited is “climbing El Castillo temple in Chichen Itza, Mexico, because they no longer allow anyone to climb or go inside.” And her favorite quote is a beautiful one: *Let your smile change the world, but don’t let the world change your smile.*



Wickneswaran Nadarajah

Shipper/Receiver — Brampton
With company 30 years

“My favorite hobby is building. It’s a stress reliever.” His first job was “cutting pieces of metals and welding them together,” and he did spot welding before joining the company. His childhood ambition was to be an engineer. Wickneswaran describes his proudest moment as “coming to Canada with little and working hard to provide for my family.” His bravest moment was “learning how to drive.” Wickneswaran hopes to “travel more with family to create memories” and the best place he’s been so far is “Trinidad and Tobago. It was a completely new experience with friends and I had a great time.” One thing that scares him? “Roller coasters.”



Charlie Yorath

Junior Lab Technician — Tamworth
With company one year

Charlie’s a music person. His childhood ambition was to be in a successful band, playing guitar is his fondest hobby, and his proudest accomplishment was “getting to the final round of a battle of the bands competition at the O2 Academy in Birmingham.” For his job now doing lab setup, testing and maintenance, Charlie says, “The nature of the job suits me down to the ground, an excellent mix of practical and theoretical work.” He adds, “It’s refreshing to see an employer willing to invest in the development of their employees. The Everybody Matters principle has also made me feel comfortable in my position.” Charlie’s best place to visit is Canada, and “I definitely want to live abroad/go traveling at some point. There is a lot of the world I want to see and immerse myself in,” he adds.



Kelly Ingels

Senior BIM Designer — Lafayette
With company three years

Kelly was with CG Visions for three years before it was acquired by Simpson in late 2016. “It was such a smooth transition and we were welcomed with open arms,” is how she describes that experience. Kelly’s been interested in building since childhood. “I always loved seeing how different things were built and put together. That grew into houses and drafting, being inspired by my dad; he was my drafting teacher in high school.” Now in her role of working with home builders to create and maintain master home models and lot specifics, Kelly says, “I love being hands on. I also really enjoy the close team we work with in Viet Nam (shout out to my right hand man, Anh Viet Tran), and being able to collaborate with them and form friendships.” Kelly calls Simpson her “forever career – the dedication and passion I see from upper management stems from our Secret Sauce, our mission and our nine Values.”



Mario Riquelme

Project Manager — Chile
With company four years

When asked about his proudest accomplishment, Mario says, “I have several. One of them is my family (the greatest of all), getting a university degree at night while working during the day, the professional growth I’ve achieved, and something I committed to this year, achieving FX-70 business when I had never sold it. It gives me more experience and security for other projects.” With all of these achievements, Mario still has many more he’d like to pursue, personally and professionally. “I’d like to visit the Disney Star Wars park with my son, visit Europe with my wife, and help Simpson be even more positioned in South America, not only in wood but also in concrete and steel construction, and that we maintain the spirit of teamwork and caring for people forever (that differentiates us from other companies).” Not surprisingly, Mario’s favorite movie quote comes from *The Pursuit of Happyness*, and includes the lines, “Don’t ever let someone tell you that you can’t do something. You want something, go get it.”



Sanket Barde

Production Process Engineer — West Chicago
With company one year

Sanket’s work is “focused on the Lean implementation and continuous improvement in West Chicago. I work to implement robust new systems and processes aimed at achieving the highest efficiencies.” He joined the company after getting his Masters degree. “After completing my Bachelors and acquiring work experience, I came to the US for my MS in Industrial and Systems Engineering at Northern Illinois University in 2017. After graduating, I joined the Simpson Strong-Tie family in August 2019.” Sanket enjoys “having the ability to make a difference and making things easier for people with a constant focus on waste elimination” in his job. In his spare time, Sanket says “I like to watch documentaries and TV series” and on his bucket list is “to visit all the seashores and beautiful beaches with my family and loved ones.” His favorite quote comes from the Harvey Specter character from the show *Suits*, “It’s going to happen because I am going to make it happen.”



Lydia Clarke

Manager of Learning & Organizational Development — Pleasanton
With company four years

“All things employee learning!” That’s how Lydia describes her job. “Our team is behind the Strong and Emerging Leaders Programs, My Framework, Onboarding and more. If it involves employees learning something, we’ve got our hands in it.” Lydia has been in the OD space for over 12 years. She’s also an animal-loving adventurer. She’s hiked glaciers in New Zealand (“mind blowing, epic, gorgeous, incredible!”) and moved to the country. “I’ve got a ranch in the mountains, and my ambition is to have an animal rescue sanctuary.” She also enjoys hiking with her dog. “I like to find secluded trails and get lost/explore.” On her bucket list is “going on African safari during the big cat migration season. Touring with an eco-conscious, mission-driven safari operator to watch the wildlife migrate across the Serengeti is in my three- to five-year plan.” Lydia says her proudest accomplishment is a tie “between buying a house all by myself (let’s hear it for the single ladies getting’ it done!) and receiving a promotion here at Simpson.”

New Promo Products Partner

Last year, with help from our branch promotional team, we created an RFP in search of a new promo company, which led us to partner with CX&B United Corp. This new partnership offers us a robust web store, adheres to our brand and accounting guidelines and is able to service all of our US and Canadian branches. Our new Simpson Strong-Tie Web Store is located on [mystrongtie](#) and is updated with new items throughout the year. You can pay with a purchase order or a credit card. As in the past, you are not limited to the items in the store.

The branch promotional team that helped assist with the search is also involved in:

- Coordinating all branch requests and vetting options outside of existing offerings
- Selecting and updating items for the companywide offering each year
- Helping monitor the overall process and vendor/partner relationship
- Managing all promotional buying for their branch



You can contact your branch promotional representative for assistance.

- | | |
|--------------------------|-----------------------------|
| Br 20 Deanna Forshaw | Br 22 Maryann Eaton |
| Br 23 Billy Viars | Br 24 Keristin Schnurbusch |
| Br 28/53 Rita Wall | Br 29 Nelda Santiago |
| Br 65 Teresa Haidl | Br 71 Ketra L. Curry-Haymer |
| Br 291 Allison Edenzon ≠ | |

Updated Simpson Strong-Tie Logo

In 2020, we made some minor refinements to our Simpson Strong-Tie® logo. We also have streamlined the formats and file types of our logo, which are now clearly labeled for ease of use. In addition to our standard offering of file types and color formats, we have categorized the logos to correspond with the desired size of your final output: “Primary” is for the majority of uses, “Large” is for things like banners and signage, and “Small” is for web and legal formats.

While updating our logo will be a rolling change, we’d like you to start using the logo in your new documents. If you open an old document with an old logo, simply replace or relink it with one of the new files. (We’ve updated our letterhead templates on [mystrongtie](#), which are available on the Marketing page under Resources.)

If your new document is in a Microsoft-based program, the best file choice is typically a RGB.png file. If you have any questions about the proper file type for your application, please email our Home Office Asset Manager, Mark Hausler: mhausler@strongtie.com.

Note: The updated logo layout has slightly different proportions from the old logo. Because of this, you will need to be especially careful about sizing it when replacing an old logo with the new logo in your documents and layouts.

New No-Equal Symbol

We have also standardized the design of our No-Equal symbol. The updated files are available with the updated Simpson Strong-Tie logo.

Accessing and Downloading Logos

There are two ways to access our updated company logo and No-Equal symbol.

Toolbox Users: A new collection of logo assets are available on your Toolbox dashboard.

Non-Toolbox Users: Updated logos can be accessed through our new portal. Please bookmark this link [portals/hu6j2frc/SSTLogos](https://portals.hu6j2frc/SSTLogos) and review the guidelines on this page.



Questions?

If you have additional questions about the logo and how to implement it, email our Marketing Creative Director, Tom Rosenfield: trosenfield@strongtie.com. ≠

West Chicago Kudos



Elizabeth Ramirez

Order Processor

By **Becky Taylor** QC Technician

Elizabeth is a model employee. She's always there to lend a hand to whatever department needs her. As chair of the plant Safety Committee, she is heavily involved in making sure the production floor is safe for our employees. As a member of the JHA Subcommittee, she is involved in making sure processes for some of our more challenging tasks are detailed and risks are mitigated. She is also very involved in 6S and the many Lean projects going on here. She is an integral part of the team with hands-on knowledge of how the lines run. Thanks, Elizabeth!



Joe Cullen

Chemist

By **Shea Roche** Purchasing Manager

The in-person Step Up discussions from our Emerging Leaders program were unfortunately cut short when the pandemic forced a majority of our group to work remotely. We were able to pivot and continue via GoToMeeting, where we didn't skip a beat. The best outcome of this process was seeing our work in action. Joe Cullen, one of the emerging leaders in West Chicago, Inspired A Shared Vision by proposing periodic check-ins with our group to discuss the practices and how we've worked on them in the past months. These have been a nice way to re-evaluate the practices and take a breather from the stressors of our regular work day.

Management Team

By **Robert Edwards**
on behalf of Team Concrete

The West Chicago branch would like to extend our appreciation to our leadership team, specifically Alex Iniguez, Ryan Kaelin and Jeremy Gilstrap. Alex, Ryan and Jeremy have been dedicated to keeping us informed about the process for handling the coronavirus. Because of our leadership and their concern for us, we have been very prepared. ≠

A Design Center You Can Sell From

By **Michelle Yee** Territory Manager and **Scott Zuidema** Dealer Representative, Stockton

As a territory manager for Western Washington state, I want to highlight an amazing deck learning center display at Frontier Building Supply Anacortes that was a fantastic team effort in design and implementation by Scott Zuidema, Fastener TSR Zac Page, and myself. Ultimately, it was Scott and Zac who completed the physical work on this display when COVID-19 shelter in place began.

The idea was born from an awkward space in the store that was angled and located at the end of the fastener aisle, with our strap boxes wrapping around to our connector aisle. We wanted to move the strap boards and display to another area of our connector aisle where concrete connectors were, while capitalizing on this space.

The original thought for the learning center was to showcase products installed in their applications along with a monitor that loops our product and installation videos. A typical response from dealers is to house our fasteners within or near our connector aisle instead of the fastener aisle. We took this as a challenge and as a team, designed an opportunity to house our fasteners in two places.

Scott built a shelf unit into the learning center that houses Deck-Drive™ DSV wood screw (which we are pushing heavily), alongside the rest of the PrimeSource fastener section. In addition, Scott was also able to keep the four-foot fastener endcap, so there are two locations within the store that house DSV, Strong-Drive® SDWC truss screw and Strong-Drive SDWS screws.

One comment we've heard from store employees since the installation of the deck center is that they "drive customers over to the display to point out products that a customer can use." I am so proud of the efforts to make this display happen and the collaborative effort that is always consistent with this Western WA team. This team not only made use of a unique space to highlight our product, but also focused on how we could sell product within that square footage! ≠



Final Build Change Blog Post

The latest post from Tim Hart, SE, our Fellow for the Simpson Strong-Tie Fellowship for Engineering Excellence with Build Change, is now on our Structural Engineering blog. Here's an excerpt from his final blog post as Fellow.

In 2017, when I was in Nepal working for Build Change, I had a conversation with one of my colleagues about the volunteer work that I had done for the organization over the years. After telling him that I had worked with seven different country programs for Build Change, he asked me which of those countries I liked the best. My first thought was that it was like asking a parent which child he or she liked the best; even if I did have a favorite, I didn't want to say it out loud for fear of offending my colleagues and friends in all the other countries. I said this to him to deflect the conversation and we went on to discuss other topics.

Truth be told, while I enjoyed the culture and hospitality of all my Build Change host countries and believe in the value of the work I've done for them, I have a special soft spot for two of them: Indonesia and Nepal.

The devastating Indian Ocean earthquake and tsunami on December 26, 2004, killed approximately 230,000 people in 14 different countries. Almost three-quarters of those killed were in Indonesia alone. Over half a million people in Indonesia were left homeless. Reading about this tragedy from my home

in California, I felt a very strong urge to help. However, just writing checks to relief agencies didn't feel like enough — not for a disaster of this scale.

A few months later, in early 2005, I heard about Build Change and Elizabeth Hausler from a work colleague. At the time, Build Change was a start-up with a staff of one (Elizabeth); its office was a San Francisco apartment (Elizabeth's), and the organization had two names, Build Change and the Center for Earthquake Resistant Houses. Even though Build Change was a very small and very new organization, I realized there was an opportunity to do something more than just write a check. That realization changed my life in so many ways.

I joined a volunteer team of San Francisco Bay Area structural engineers to design earthquake-resistant houses that were built in Banda Aceh, Indonesia. A little over a year later, in July 2006, I spent my 40th birthday on a plane travelling to Banda Aceh with Elizabeth, my first trip to a country where English was not widely spoken, where I needed to install a mosquito net over my bed, and where I had to use a squat toilet and take baths by pouring water from a bucket onto my head. Though I didn't realize it then, it was just the first of several trips that I would make for Build Change in the ensuing years to Indonesia and several other countries.

To read the rest of the post, visit seblog.strongtie.com. ≠



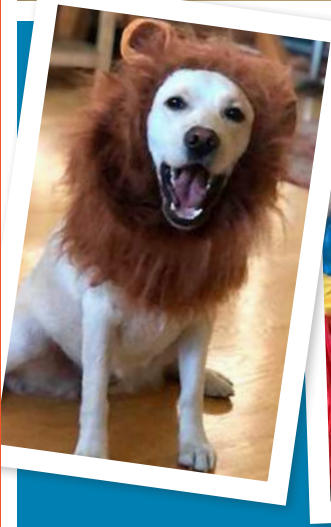
A homeowner and his house in Ramche, Nepal, before and after the earthquakes. (2015)



Halloween Celebrations



Stockton



Boulder



Stockton



Riverside



McKinney

HALLOWEEN COLORING CONTEST



McKinney



McKinney



Viet Nam



Pitt Meadows

Mid-Autumn Festival

By **Vy Nguyen** and **Danh Bui** (translation), Viet Nam



The Mid-Autumn Festival is a traditional festival celebrated not only in Viet Nam but also in other countries in Asia, such as China, Japan, and Korea.

The festival, called Tết Trung Thu in Vietnamese, is always celebrated during the full moon, on the 15th day of the eighth lunar month. The moon's orbit is at the lowest angle to the horizon, making it appear brighter, larger, and rounder than any other time of the year. Tết Trung Thu often coincided with the harvest time, marking a joyous occasion when the work is finished and there is time to spend with loved ones.

Although the tradition of celebrating bountiful harvests is fading, the festival is an opportunity for people to show their respect and love for their ancestors, grandparents, and parents by giving boxes of Moon cakes. The round shape of the Moon cake signifies completeness and reunion of families.

On the night of Tết Trung Thu, people roam the streets and buy festival accessories. The main boulevards are closed for children to parade, sing, and carry colorful lanterns with their families.

For the occasion, the Viet Nam branch organized a game called *Who's That Guy?*

Players impersonated Uncle Cuội wearing traditional "Giấy Bồi" (paper mache) masks, one of the most popular and well-known figures in the Mid-Autumn Festival.

They came to each department to give employees gifts. The department had to guess who their Uncle Cuội was, with prizes for people who guessed correctly. The game gave us the opportunity for different departments to meet and get to know each other.

If you have a chance to visit Viet Nam, try coming during the Mid-Autumn Festival to experience why it is so special to us. ➦



Game *Who's That Guy?*

FIFTH ANNUAL

DO

**WHAT
YOU CAN**

DAY

2020





Our fifth annual Do What You Can Day looked different than in years past, but we still maintained our annual tradition of giving back in Barc Simpson's honor.

Our Stockton, McKinney, Riverside, Columbus, Gallatin, Lafayette and Pleasanton locations participated in a school supply kit assembly activity, providing backpacks, notebooks, pencils and more for hundreds of kids in need.

We held several virtual kick-off events for employees participating at the

branch (with social distancing and non-item sharing in place), and one for those working from home. For WFH participants, employees discussed their childhood memories and some even got their kids involved.

Our other branches continued their annual giving traditions, or started new

ones, to participate in Do What You Can Day.

Though COVID-19 didn't allow us to come together as teams as we might normally for this day, we were all grateful for the opportunity to continue Barc's and our company's philanthropic legacy.

Thank you to everyone who participated!

Columbus, OH



Fifth Annual **Do What You Can Day**

Enfield, CT

We raised \$725 for the Enfield Loaves and Fishes Soup Kitchen, and with the company's double match, our total donation came to \$2,175. Just WOW!

Hawaii

Collectively as a branch, we came up with \$400 and sent to the local Food Bank, along with applying for the company double match. Not bad for only six people! Thanks to John Mason, Sina Sinclair, Darwin Waite, Joel Frenzel and Tim Waite.

Jessup, MD

We raised and donated \$440 to the Maryland Food Bank, with a company match.

Inver Grove Heights, MN (formerly Eagan)

We raised money for the local food shelf and had the company match some of our donations.

Gallatin, TN



Lafayette, IN



McKinney, TX



Fifth Annual **Do What You Can Day**

Pleasanton, CA



My family put this together, we loved it.
— Annie Kao, VP of Engineering



Riverside, CA



Stockton, CA



Do What You Can Day came early for Gary Pugmire when he helped homeowners 50 miles away clear fallen trees from a Category 3 high wind event on September 8 in Northern Utah. Volunteering for nine hours cutting and removing about 1,600 cubic feet of trees, Gary said, "My faith inspires me, and Barc would demand it."

West Chicago, IL

We assembled DIY “Buddies for Health” kits for donation to children experiencing mental or physical challenges. ➡



The Year of Virtual Tradeshows

Simpson participates in over 36 in-person national tradeshows and customer events across North America annually. Last year we had to move quickly to pivot from face to face events to a virtual environment when shows were cancelled or pushed-out due to the COVID-19 pandemic.

The virtual customer events we participated in were the LBM Strategies Conference, LMC, Ace Hardware, Do It Best, Orgill, NLBMDA and True Value. For each event we uploaded products and videos that were relevant to these groups and conducted online meetings to discuss our products and relationships. At the LMC Virtual Hardware Express we billed \$1.8M, which is an increase from the \$1.3M billed in 2019.

The JLC Northeast tradeshow was cancelled and in its place was JLCLiveVirtual, where we sponsored the JLC Summer Buyers Guide that included two free on-demand clinics we normally would have shared at the live tradeshow – Stair Building and Framing Made Simple and Efficient. At these

sessions, a professional speaker demonstrated our products. We also promoted our Quik Stik™ and Quik Drive® products at the show and on social media.

At the end of 2020, we participated virtually in the following tradeshows and will include an update in the Spring issue: National Hardware Show, STAFDA, Autodesk University and Deck Expo.

Although our virtual tradeshows have been successful, we look forward to going back to in-person exhibiting soon. In our industry, we need to get our products and tools in the hands of our attendees so they can try them out and to prove our products outperform our competition.

A handshake (or non-contact first pump going forward), eye contact and special customer events are conducive to networking success. Our sales reps are known for meeting customers face-to-face and demonstrating and showcasing our products and solutions and are excited to meet in person as soon as it is safe. 🏠



JLCLiveVirtual stair building webinar.

One of our JLCLiveVirtual social media posts.

Partners for the Future

By **Billy Viars** McKinney Branch Training Manager

The McKinney branch is well aware of the shortage of skilled trade workers; we see it daily during our interactions with builders and framers. We have helped to educate the existing workforce when possible, but as we look to the future we need to grow our outreach programs and find more ways to solve the labor shortage and help our builder partners. Enter Collin College.

Collin College first started offering college classes at area high schools in 1985. Since then, it has expanded to serve almost 60,000 students annually. Its growth has mirrored the population boom in North Texas, with eight campuses in operation and two under construction throughout the county.

Collin College partners with local school districts to provide the dual credit enrollment program, enabling high school students to earn college credits while completing their requirements for high school graduation. This allows them to launch their career sooner, which is a big plus for the shortage in skilled trade workers.

In 2018, Collin launched its two-year degree in Construction Management. McKinney's Builder Program Manager David Smith introduced me to the Collin program director, Craig Johnson. Craig shared his vision for the program and the McKinney branch was eager to help.

For the first few semesters, the courses were often held in the branch training center. As part of the curriculum, Technical Trainer Adam Turner and I taught sessions on wood connectors, concrete anchors, and building codes.

In the fall of 2020, Collin College opened its new Technical Campus in Allen, Texas. The \$170 million facility features 340,000 square feet and is dedicated to technical workforce programs including HVAC, welding, automotive technology, and a growing list of construction trades. These trades are housed in Trade Bar C, a 90' x 420' building dedicated to the trades including Construction Management, Construction Safety, Carpentry, Plumbing, Electrical, Facilities Management and Computer-Aided Drafting & Design. It features a massive 6,500 square feet Shared Build Lab as well as smaller labs devoted to the individual trades. The campus is state of the art and equipped and staffed to help bring more skilled trade workers to the workforce quickly.

Simpson Strong-Tie will continue to be a partner in the development of the programs and curriculum. While we will continue to host classes at our facility, we will still maintain a presence on campus. Many of our structural fasteners,



anchors, and connectors will be used as the students learn firsthand about framing. At the grand opening on September 11-12, 2020, guests got to see a true size frame up of a 25' x 25' structure complete with roof trusses. A closer look in the lab shows a full size display of Simpson Strong-Tie connections including a WSW Strong-Wall®. The display shows connections both for single story framing and two-story. It is a hinged display allowing those in the lab to pivot it, viewing connections on both sides. This display combined with the adjacent product sets allow students to place hands on connectors and be able to see how they are installed at the same time.

This great partnership with Collin College is one that will continue to grow in the coming years as we both seek to educate and fill the shortage of skilled trade workers for our industry. 🛠️

Holiday Party Donations

Due to COVID-19, holiday parties were put on hold this year. Many of our branches donated the funds that would have been used to pay for their holiday party to local non-profit organizations.

Columbus

Columbus donated \$20,000 to Nationwide Children's Hospital based in Columbus in lieu of their holiday party.



NATIONWIDE CHILDREN'S
When your child needs a hospital, everything matters.



Pleasanton

Home Office donated \$15,000 each to the Alameda County Community Food Bank and Eden I&R. Eden I&R manages the 211 Alameda County Hotline, providing health, housing, and human services resources for at-risk individuals like youth, non-English speakers, economically disadvantaged, people with HIV/AIDS, domestic violence survivors, elderly, disabled, and the homeless. With COVID-19, the hotline has seen a 50% surge in calls.



Riverside

Riverside partnered with Caterina's Club, a charity in Orange County, on their Feeding the Kids program. The company donated \$10,000 in lieu of a holiday party. We also made \$1,250 donations to ALS, Together We Rise, Wounded Warrior Project and St. Jude Children's Hospital.



Stockton

Stockton donated \$10,000 to Children's Home of Stockton.



Children's Home of Stockton
Guiding Youth & Families

Viet Nam

The team in Viet Nam (Jenny Xu, Robert Li, and Robert Shen) worked with a local volunteer organization and identified a school near the office that just opened in September. We donated \$1,520 USD to provide books for these 170 students. On December 24, a ceremony was held at the school to launch the "Love Book Corner" and was attended by the students, local mayor and our team. It was covered in local media.

West Chicago

We donated \$3,000 to the Aurora Food Pantry. From Plant Manager Alex Iniguez, "My family and I were driving through the city of Aurora when we approached an area with a significant amount of traffic where we typically do not see much. As we drove closer we noticed hundreds of cars lined up to enter the Aurora Food Pantry parking lot and receive their donations. It was heartbreaking to see so many people in need. I have since personally donated and when the opportunity came up to provide a donation from the company, I immediately thought of this well-deserving community-based organization. Thank you Simpson Strong-Tie!"



New Truss Ad Campaign

We created a new print advertising campaign for our truss line which includes testimonials from our Integrated Component Systems customers. The ads ran in two industry publications, *Structural Building Components* and *Component Manufacturing Advertiser*, from September to December 2020, reaching 11,000 readers each month. An additional ad is running this month. ➡

We wanted to build our business. Simpson Strong-Tie built the software to make it happen.

Marshall McCarthy
President, Automated Building Components North Baltimore, Ohio

When Automated Building Components needed help achieving their business goals, Simpson Strong-Tie provided a winning solution. ABC wanted to maximize efficiencies with flexible software tools that allowed for better project tracking and customized reporting. Partnering with Simpson gave ABC the ability to share designs in real time across multiple truss plants and effectively manage projects from bid to delivery. With technology that's more intuitive and robust, ABC can be more productive and can better sustain their business growth. And Simpson's dedicated service and skilled support provide the expertise to help ensure ABC's continued success.

Help your business reach its fullest potential. Partner with Simpson Strong-Tie today by visiting go.strongtie.com/ics or call (800) 999-5099.

Scaling up quickly seemed impossible. Simpson Strong-Tie showed us it wasn't.

Dan Douglas
Owner, Hometown Lumber Belleville, Kansas

When Hometown Lumber, a small local lumberyard, unexpectedly became the lone truss producer in their region, they needed to scale up — fast. By partnering with Simpson Strong-Tie, they were able to implement custom-tailored software that dramatically improved their workflows. But software was just the beginning. Simpson Strong-Tie also provided smart business advice to help find skilled talent, improve designs, eliminate bottlenecks, utilize the right equipment and strategically scale to meet demand. Now, Hometown can better support the needs of their customers — while continuing to confidently and profitably grow their business.

Help your business reach its fullest potential. Partner with Simpson Strong-Tie today by visiting go.strongtie.com/ics or call (800) 999-5099.

Simpson Strong-Tie isn't just our software provider. They're our business partner.

Dan Douglas
Owner, Hometown Lumber Belleville, Kansas

When Hometown Lumber, a small local lumberyard, unexpectedly became the lone truss producer in their region, they needed to scale up — fast. By partnering with Simpson Strong-Tie, they were able to implement custom-tailored software that dramatically improved their workflows. But software was just the beginning. Simpson Strong-Tie also provided smart business advice to help find skilled talent, improve designs, eliminate bottlenecks, utilize the right equipment and strategically scale to meet demand. Now, Hometown can better support the needs of their customers — while continuing to confidently and profitably grow their business.

Help your business reach its fullest potential. Partner with Simpson Strong-Tie today by visiting go.strongtie.com/ics or call (800) 999-5099.

We wanted to enter new markets. Enter Simpson Strong-Tie.

Jonathan Spalding
Owner, Affordable Truss New Haven, Kentucky

Working with outdated software left Affordable Truss struggling with efficiencies. They needed improved speed, accuracy and organization, along with more robust reporting capabilities. By partnering with Simpson Strong-Tie, Affordable radically transformed their capacity to streamline and scale. Simpson installed powerful new software that helped harmonize workflows across their entire business. They trained Affordable's designers to be far more efficient, and provided expert advice on updating facilities, equipment and operations. Now, Affordable Truss can enter new and bigger markets, increase profitability and provide clients the detailed reporting they depend on.

Help your business reach its fullest potential. Partner with Simpson Strong-Tie today by visiting go.strongtie.com/ics or call (800) 999-5099.

Virtual Q&A Event on LinkedIn

By **Jesse Russell** Social & Digital Marketing Manager

One of the positives to take from 2020 was the way it required experimenting and thinking outside the box. An opportunity to do just that presented itself thanks to our branch Outreach Coordinators looking at new ways to engage with students.

They had the great idea of hosting something similar to a Reddit Ask-Me-Anything (AMA) event for our Simpson Strong-Tie Student Scholarship winners. Every year for the Great Shakeout, Simpson Strong-Tie joins Northwest seismic and tsunami experts to join in an AMA about how to stay safe during earthquakes. Reddit is an excellent platform for engaging a wide audience. Anyone can create a Reddit account and jump in.

For this idea, though, we had to figure out a platform that would be easy to use while allowing for easy moderation and

the ability to control who could join the discussion. After some research, I thought this might be an excellent opportunity to test out LinkedIn's event feature.

Typically, this feature is used for scheduling in-person or online events. It isn't intended to be the event itself, so it was a little unorthodox, but the end result was quite successful!

Over the course of the event we had 33 questions and 55 answers, with 80 attendees. We conducted a poll after the event and 88% of respondents said they'd participate in a similar Q&A, while 100%

of respondents said they found the event to be valuable. We're looking forward to finding new ways to use this platform for engaging with our audiences. ≠

“ I was kind of skeptical of the Q&A format but it was actually one of the most helpful virtual events I've participated in! ”

— Student Scholarship recipient



Staying Connected

By **Charie Salalila** Senior IT Support Services Analyst

Effective communication is one of the most challenging aspects of working as a team in today's remote work environment. Video conferencing, chat, instant messaging, and file sharing have become essential components of the modern business world and help remote team members stay connected and organized.

In addition to general communication, these tools also assist in team collaboration and project management. With so many of these tools offering similar and overlapping features, deciding which tool to use for specific functions can be confusing and overwhelming. This article aims to provide a deeper understanding of the various online collaboration tools available at Simpson so you can decide which tools work best for you and your team.

One of our Simpson employees recently asked:

"What applications are Simpson employees encouraged to use for communication? I find myself asking other people in the company which programs they use for different purposes (chat, message boards, etc.). I've gotten instant messages in Jabber, Microsoft Teams, and some people just send emails for short messages ..."

This question is being asked more frequently as we introduce more communication tools to our environment. Here is information about Simpson's communication and collaborative solutions:

Chat/Instant Messaging

Primary — Cisco Jabber

Jabber is our standard chat tool. It delivers instant messaging, voice calls, voice messaging, desktop sharing, conferencing, and user status. Find the right people, see whether and how they're available, and collaborate more effectively. Although it can also do video calls, it is not recommended for Simpson general use.

Jabber is currently available on your desktop. You can search for the Jabber shortcut or find Jabber in your desktop search.

Features:

- Display customized availability and status messages
- User status is updated automatically when logged out or in Outlook meetings
- Look up contacts quickly with predictive search query
- Set alerts to be notified when Contacts become available

- Conduct direct chats with Simpson employees
- Conduct group chats with multiple Simpson employees
- Launch multiple chat windows, enabling persistent chat among distributed teams

Optional — Microsoft Teams

While MS Teams is mainly used for project collaboration, it also has chat features that can be used as an alternative to Jabber. This is very helpful if chat interactions are needed within the context of a project or a MS Teams group.

You may submit a request to the IT Helpdesk for access or creation of new Teams groups.

Additional Features:

- Chats and messages are stored in the cloud and can be accessed from any device
- Improved experience with file and video sharing (vs Jabber)

Video Conferencing

Primary — GoToMeeting

This is Simpson's standard video conferencing solution. GoToMeeting provides industry-leading solutions for online meetings, desktop sharing, video conferencing and conference calling. This is currently our only option when a dial-in number is needed.

You may submit a request to the IT Helpdesk for access.

Features:

- Functionality — well-balanced mix of features
- Usability — Intuitive user interface
- Meeting Setup — Planning integrated with Outlook is simple and intuitive; one-click meetings initiated from local desktop
- Platform Support — Windows, Mac OS X, iOS, Android

- Allows users to host online meetings with up to 250 participants
- Users can share desktops and record online meetings
- Conference calling, telephone dial-in included

Please note:

- Stable internet connection is required for video and VOIP audio. GoToMeeting requires a minimum bandwidth of 1 Mbps if you plan to utilize all features. You may experience performance issues during your meetings if your internet connection is unstable or slow.
- If there is a concern of a stable Internet connection, attending via telephone audio only (no video) is an option.
- It is NOT recommended to run or join video conference meetings from your Citrix Desktop. Due to the high bandwidth requirements for video, you may experience performance issues during your meetings. All video conference meetings should be run from your local desktop/laptop/system.

Optional — Microsoft Teams

MS Teams offers many impressive and valuable video conferencing features. Users can host video meetings with up to 250 members, which includes the ability to share screens and record video meetings. Users can also meet or collaborate on-the-go using the MSTeams apps for smartphones and tablets.

You may submit a request to the IT Helpdesk for access or creations of new Teams groups.

Additional Features:

- Users can meet or collaborate on-the-go on their smartphones or tablets
- Includes virtual backgrounds

Please note:

- Audio is limited to your computer/laptop audio through the MS Teams application or your smartphone/mobile device through the MSTeams app. MS Teams does not include a dial-in phone number like GoToMeeting.
- It is NOT recommended to run or join video conference meetings from your Citrix Desktop. Due to the high bandwidth requirements for video, you may experience performance issues during your meetings. All video conference meetings should be run from your local desktop/laptop/system.

Other video conferencing platforms, such as Zoom, WebEx, and Blue Jeans, should not be used to host internal Simpson meetings. However, it is acceptable to attend a meeting hosted by an external customer through these platforms. Remember to avoid using non-supported software for company use.

Collaboration

Primary — Microsoft Teams

From real-time chat to video meetings, working document management, and more, MSTeams is a powerful platform for

collaboration and project management. MS Teams enables remote working with various collaborative capabilities and shared working document storage. In turn, this accelerates decision-making and increases productivity. This tool is ideal for project teams and business groups to collaborate and share information.

You may submit a request to the IT Helpdesk for access or creations of new Teams groups.

Features:

- Productivity gains and enriched communication — increases productivity by making all your collaboration — conversations, chats, online meetings, shared files, tasks, etc. available in one single app.
- Better focus on your work — organizes information into channels, or Teams, and puts your information in context. These Teams allow for more focused conversations and collaboration.
- Access Teams information from the cloud on any device. In addition, with your workplace in the cloud, you can reap the benefits of big data processing and artificial intelligence to work smarter.

Please note:

- While MS Teams is a powerful tool to collaborate on working documents, it is not a good location for long term storage. Stay tuned for a future article addressing the question, “Where Do I Store My Stuff?” in an upcoming edition of Tech Talk.

Optional — Smartsheet

Smartsheet enables users to transform work into dynamic work with a single, flexible platform that unifies collaboration, workflows, and content management.

You may submit a request to the IT Helpdesk for licensing and access.

Features:

- Simple to adopt and use. Mirrors the features and interface of Microsoft Excel.
- Real-time collaboration on documents and spreadsheets.
- Automate workflows and assign tasks. ➡

Your Quarterly Tech Tip

Everybody likes a discount on technology!

Did you know that Simpson has partnerships with CDW, AT&T, Verizon, Microsoft Office365 and Dell to provide discounts on their products and services to Simpson employees?

Get discounts on your family’s school-at-home and other technology needs by typing “employee discounts” in the search box on [mystrongtie](https://mystrongtie.com).

A Season of Giving

Brampton

Territory Manager Terry Ferris is all about helping out his community. Every year he organizes his annual TNT Classic Country show where proceeds go to toys for kids. Unfortunately, due to the pandemic, the show had to be a little different, but we still came through. We delivered our toys to Minto Community Resource Centre and Terry would like to say thank you to our TNT musician family and Simpson Strong-Tie for helping us give back!



Columbus

We held a holiday toy drive and provided Nationwide Children's Hospital with 14 boxes of toys and almost \$150 in gift cards!



Pitt Meadows

We participated in Movember, an annual fundraising event during November to raise awareness and funding to men's health issues including prostate and testicular cancer and men's mental health.

We smashed our initial target of \$2,020 with donations totaling \$2,705!



Pleasanton

Our annual holiday food drive went all virtual this year. Running from November 23 to December 31, we set a goal of \$10,000 raised for the Alameda County Community Food Bank, which is serving one in four county residents and distributing more than one million pounds of food per week, a 50% increase from before COVID.

We raised over \$12,000!



ALAMEDA COUNTY
COMMUNITY
FOOD BANK

A Season of Giving

Riverside

Riverside partnered with Feeding The Kids, a charity in Orange County for an annual pasta-thon to gather monetary and food donations for Chef Bruno and Caterina's Club, which has provided more than five million meals to those in need. In the first five weeks of the pandemic, they fed 411,000 children.

Through the generosity of our employees, we raised over 250 pounds of food!



S&P Portugal

S&P Portugal Shines an Ultraviolet Light on Principle #8

Getting into the spirit of giving back, the S&P Portugal team donated an ultraviolet disinfection unit to the Dr. Jose Afonso Secondary School in Seixal near the branch. The state-of-the-art equipment (valued at around \$1,800) provides a convenient way to help keep air flow free from the coronavirus and will take pride of place in the school lunch hall. Branch Manager Filipe Dourado was a previous student at the school! ☑

family, fun & shenanigans

Australia

Northern NSW Territory Manager **Luke McGlynn** and his wife **Ashley** had a healthy baby boy on October 9. Jack Tiger weighed 3.45 kg (approximately 7 lbs., 6 oz.) at birth. He is the couple's first child. Congratulations!



Columbus

Master Scheduler **Jeff Borchers** married **Ben Kovalcik** on September 5. Here's a photo from Combustion Brewing in Pickerington, OH on their wedding day. Congratulations to the happy couple!



Columbus

Inside Sales Representative Joe Carnes and wife Leah welcomed Wesley Bricker to the family on September 14. Weighing in at 6 lbs., 14 oz. and measuring 20.5 in., he joins big sis Josie (2 years old). Congrats!



Denmark

Due to COVID-19 restrictions, **European Product Manager Jacob Møldrup Hansen and fiancé Rikke Langkjær** had to change their wedding plans several times. The couple finally found a bigger church and got married on the nice Saturday morning of October 3 in Klosterkirken, Horsens. Despite the cancelation of a big wedding dinner, the couple had a wonderful celebration.





McKinney

Associate Press Operator-Autos Gerardo Galvin welcomed Izayah Galvan on December 17. Baby weighed 7 lbs., 7 oz. and was 20 in. long. Congratulations!



Congratulations to Production Manager Alfonso Gomez and his wife Lily on the birth of their son Carlos. He was born on September 19, weighing 6 lbs., 5 oz. and measuring 19.5 in. long. Welcome baby!



Associate Inside Sales Rep Darin Harter and Macey had Leo Aaron on October 5. Baby weighed 6 lbs., 5 oz., and measured 19.75 in. long. Congratulations to the proud parents!



Pleasanton

Casey Coughlin of the Training team and Griff Shapack of the CSS Design team were married on September 19, 2020 on the back deck of their new home in Raleigh, NC. They met during a lunch-time workout class at the Home Office in 2015. P.S. Casey will be changing her last name so look out for her new email address! ≠





Barc Simpson's

words & thoughts

“Keep it light.
It really isn't that
important.”

Barc