



CHAPINTM
CONNECTIONS

Employee Newsletter | Spring 2021

Campbell's Corner



Spring has sprung! Let's hope with the warmer weather the COVID outbreak dwindles to nothing and will be nothing but a past memory for us.

I know there is a section in this addition of the newsletter on COVID, however, I came very close to losing two of my friends (who are extremely valuable associates) this past year due to COVID. Many of you have personally heard from me on wearing your masks properly. One of the few things I do not want to be known as is the mask police. It is an eye opening experience when two of your friends nearly succumbed to the COVID virus. So I will continue reminding individuals to wear masks and continue with social distancing. As per government regulations, you **MUST** wear your mask to be employed.

On to brighter subjects. We are surpassing three million sprayers built and we are only in March!!! This is quite an accomplishment. This has taken a tremendous amount of effort on everyone's part. There has been excessive overtime due to the shortage of employees. **THANK YOU TO EVERYONE WHO HELPED MAKE THIS POSSIBLE.**

Recently we made some changes in the Human Resources department. Scott Fisher is concentrating on full time recruitment. Monica Bekiel has been promoted to Director of Human Resources. Keep in mind we have the referral program where you can earn some extra money. If you know of anyone who is a steady worker with good attendance, don't hesitate in getting them an application.

Unfortunately this year we will not be hosting the Chapin charity golf outing. However, if COVID subsides in late summer we want to have a cornhole tournament with large prize giveaways, trophies and food. We are more than ready to restart our company events and get back to socializing with co-workers outside of our daily work environment. Stay tuned as there will be further information coming out. Also, we will be reaching out for help in organizing these events.

-Jim

Campbell's Corner



iLlegó la primavera! Esperemos que con el clima cálido el brote de COVID desaparezca y se convierta simplemente en un recuerdo.

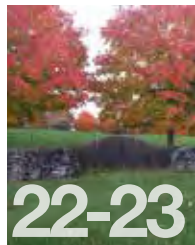
Sé que hay una sección sobre COVID en esta edición del boletín, pero el año pasado estuve muy cerca de perder a dos de mis amigos (que son socios extremadamente valiosos) debido al COVID. Muchos de ustedes me han oído decirles personalmente que se pongan bien sus cubrebocas. Una de las pocas cosas por las que no quiero ser conocido es por ser el policía de los cubrebocas. Es una experiencia reveladora cuando dos de tus amigos casi sucumben al virus del COVID. Así que seguiré recordándoles que usen el cubrebocas y continúen con el distanciamiento social. Según las normas del gobierno, **DEBES** usar cubrebocas para poder trabajar.

Y en temas más agradables. Estamos por superar los tres millones de pulverizadores fabricados, ¡y apenas estamos en marzo! Es un logro extraordinario. Para lograrlo hizo falta un esfuerzo tremendo por parte de todos. Hemos tenido horas extra excesivas debido a la falta de empleados. **GRACIAS A TODOS LOS QUE AYUDARON A HACERLO POSIBLE.**

Recientemente hicimos algunos cambios en el departamento de Recursos Humanos. Scott Fisher se está concentrando en el reclutamiento de tiempo completo. Monica Bekiel fue ascendida a directora de Recursos Humanos. Recuerden que tenemos el programa de recomendaciones, con el que pueden ganar algo de dinero extra. Si conocen a alguien que sea un trabajador responsable y con buena asistencia, no duden en darle una solicitud.

Lamentablemente, este año no organizaremos la excursión de golf para caridad de Chapin. Sin embargo, si el COVID cede a fines del verano, queremos tener un torneo de cornhole con grandes premios, trofeos y comida. Estamos más que listos para reanudar los eventos de nuestra compañía y volver a socializar con nuestros compañeros de trabajo fuera del ambiente de trabajo. Sigán en sintonía, porque pronto les haremos llegar más información. Además, pediremos ayuda para organizar estos eventos.

-Jim



We'd love to hear from you.

Articles and updates in *Chapin Connections* are written by employees. Your thoughts, ideas, and observations are not only welcomed, but needed.

To submit ideas, articles, photos—or if you have questions—feel free to email nmesler@chapinmfg.com.

—Nick Mesler

CHAPIN CONNECTIONS

Employee Newsletter | Spring 2021

COVID Update 5-8

Chapin Binge Picks 9

Kentucky Update 10

Product Spotlight 11

Anniversaries/New Employees/Babies 13

Referral Bonus 14

How to Setup Break Room Account 15

Wellness Update 17

Supporting Local Businesses 18-19

Modernizing our Approach to Customer Service 20-21

The Importance of Trees 22-23



Our primary focus remains the health and safety of our employees and their families. As global concern about the current COVID-19 outbreak continues, we're doing our best to keep everyone healthy and safe in the workplace while also minimizing the disruptions to our day-to-day operations.

We're closely monitoring the situation and know that misinformation and fear can spread more virulently than the virus itself, and we want to discourage false information from circulating. If you're looking for trusted, up-to-date information, we recommend visiting the specific coronavirus website for the CDC: <https://www.cdc.gov/coronavirus/2019-ncov/> or you can come to Human Resources to discuss any questions or concerns with Monica Bekiel or Scott Fisher.

We understand the current pandemic is worrying, and we want to take a moment to share the ways we can all help keep the workplace safe, as well as the steps we'll take as an organization if and when necessary.

- *Social distancing continues to be important and required by all Chapin employees.*
- *We continue to have extra disinfectant and sanitation efforts, including around the clock sanitation staff but also hand sanitizer in easily accessible stations throughout the building.*
- *Masks are mandated while on the Chapin premise.*
- *There is signage advocating consistent hand washing and the use of hand sanitizer.*
- *If traveling outside of the state, please communicate with HR regarding the processes due to the NYS requirements outlined by Cuomo.*
- *Chapin continues to have a daily COVID meeting to discuss trends, safety and overall COVID policies. As information changes, we remain on top of the new information and communicate to ensure there is continued focus on safety of our employees.*

We would like to recognize, in particular, our frontline employees and factory workers – your commitment and your discipline are critical to maintain business continuity. It is our priority to support you in this important endeavor.

We are all in this together. Our Management and HR teams are always here to assist you, and we encourage you to reach out at any time. In the meantime, please stay safe and healthy, and thank you again for all you are doing to Be the Difference in the fight to reduce the spread of COVID-19.



Nuestra principal prioridad sigue siendo la salud y seguridad de nuestros empleados y de sus familias. Mientras sigue la preocupación global por el brote presente de COVID-19, estamos haciendo todo lo posible para que todos sigamos sanos y seguros en el trabajo y para minimizar las perturbaciones a nuestras operaciones cotidianas.

Estamos monitoreando estrechamente la situación y sabemos que la información falsa y el temor pueden propagarse con más virulencia que el mismo virus, y queremos evitar que circule información falsa. Si busca información confiable y actualizada, recomendamos visitar el sitio de internet dedicado al coronavirus de los CDC: <https://www.cdc.gov/coronavirus/2019-ncov/> o puede acudir a Recursos Humanos para hacer preguntas o exponer sus inquietudes a Monica Bekiel o Scott Fisher.

Entendemos que la pandemia actual es preocupante, y queremos tomarnos un momento para explicar las formas en las que todos podemos ayudar a que el lugar de trabajo siga siendo seguro, así como las medidas que tomaremos como organización en caso de ser necesarias.

- *El distanciamiento social sigue siendo importante y obligatorio para todos los empleados de Chapin.*
- *Seguimos realizando esfuerzos adicionales de desinfección, que incluyen personal de desinfección las 24 horas y la disponibilidad de desinfectante de manos en estaciones distribuidas por todo el edificio.*
- *El uso de cubrebocas es obligatorio mientras estén en las instalaciones de Chapin.*
- *Hay carteles que promueven el lavado frecuente de manos y el uso de desinfectante de manos.*
- *Si viaja fuera del estado, hable con Recursos Humanos sobre los procesos a seguir debido a los requisitos implementado por Cuomo para el estado de NY.*
- *Chapin sigue organizando una reunión diaria sobre COVID para explicar las tendencias, los temas de seguridad y las políticas generales sobre COVID. Conforme la información cambia, nos mantenemos informados y comunicamos las novedades para asegurarnos de mantenernos concentrados en la seguridad de nuestros empleados.*

Queremos reconocer en particular a nuestros empleados de atención al público y a los trabajadores de la fábrica; su compromiso y su disciplina son de importancia crítica para mantener la continuidad de los negocios. Nuestra prioridad es apoyarlos en esta importante empresa.

Estamos todos juntos en esto. Nuestros equipos de administración y RR. HH. siempre están listos para ayudarles, y los invitamos a pedir ayuda en cualquier momento. Mientras tanto, por favor cuiden su salud y seguridad, y gracias de nuevo por todo lo que hacen para Ser la Diferencia en el combate para reducir la propagación de COVID-19.

Follow the below Guidelines:

Attention

- If you have any questions or concerns regarding COVID-19, please contact HR @ 585-343-3140, ext. 3057 or 3082
- If you are taken out of work due to symptoms or concerns around COVID-19, you will not be allowed back into a Chapin facility until such time that a formal medical clearance is obtained
- If you have traveled out of state or plan to, a discussion is required with HR to ensure the follow protocols are followed

Employees at work

- If you begin to have symptoms, such as cough or fever, you must exit the Chapin facility **immediately**
- You contact your medical provider for medical advice
- You contact the Director of HR @ 585-343-3140 ext. 3057 to advise Chapin of your need to leave along with a discussion on the next steps

Employees at home

- If you think you have been exposed to COVID-19 and develop symptoms, such as cough or fever, you do **not** report to work
- You contact your medical provider for medical advice
- You contact the Director of HR @ 585-343-3140 ext. 3057 to advise Chapin of your situation along with a discussion on the next steps

We thank you for your assistance in following these guidelines during this difficult time. If you have any questions, please see your manager or the HR department for further help. Stay safe and healthy!

Siga estos lineamientos:

Atención

- Si tiene alguna pregunta o inquietud con respecto al COVID-19, comuníquese con Recursos Humanos al 585-343-3140, ext. 3057 o 3082.
- Si lo sacan del trabajo debido a síntomas o inquietudes en torno al COVID-19, no se le permitirá volver a las instalaciones de Chapin hasta que obtenga una autorización médica formal
- Si ha viajado fuera del estado, o planea hacerlo, debe conversar con Recursos Humanos para asegurarse de seguir los protocolos.

Empleados en el trabajo

- Si comienza a tener síntomas, como tos o fiebre, debe salir de las instalaciones de Chapin **inmediatamente**.
- Comuníquese con su proveedor médico para recibir asesoría médica
- Llame a la directora de Recursos Humanos al 585-343-3140 ext. 3057 para avisar a Chapin sobre su necesidad de un permiso y para que le expliquen los siguientes pasos.

Empleados en el hogar

- Si cree que ha estado expuesto al COVID-19 y presenta síntomas, como tos o fiebre, **no** se presente a trabajar
- Comuníquese con su proveedor médico para recibir asesoría médica
- Llame a la directora de Recursos Humanos al 585-343-3140 ext. 3057 para avisar a Chapin sobre su situación y para que le expliquen los siguientes pasos.

Le agradecemos su ayuda al seguir estas pautas durante este momento difícil. Si tiene alguna pregunta, consulte a su gerente o al departamento de recursos humanos para obtener más ayuda. ¡Manténgase sano y salvo!

CHAPIN'S TOP 10 BINGE PICKS

With so many of us staying in, streaming services have become a way of life. But some of us don't get to talk at the water cooler about what we are watching the most. So below is a list of some of your fellow employees favorites!

Top Series



Mandalorian



Schitt's Creek



Lucifer



Tiger King



The Umbrella Academy



Dead to Me

Top TV Shows



Friends



Grey's Anatomy



Queen's Gambit



The Office

Honorable Mentions

Breaking Bad
The Wire
Suite
Supernatural

Psych
Won't You Be My Neighbor
Inside Job
Brooklyn Nine-Nine



On January 5, 2021, we formally completed the purchase of the land and manufacturing facility in Mount Vernon, Kentucky. However, with the continued cooperation of the team of Rockcastle County officials and the tremendous work of Doug Platt and his team, efforts began on bringing our operations on line nearly two months prior to that date. During the month of February, Doug and the Kentucky team brought Blow Molder Number 2 on line and into production of sprayers for sale to Walmart, with pickups to start in early March. Our production plan continues to move forward as we anticipated, and the team has done an outstanding job keeping pace with the aggressive milestones laid out in our initial business plan. By mid-March we will bring Blow Molder Number 1 on line and will begin producing sprayers for Lowe's and other customers.



Our operations schedule for the remainder of the year is both exciting and aggressive with plans to bring an additional four Blow Molders on line for a total of six by the end of the fiscal year. This plan will allow us to better keep pace with the continued strength in demand that we are seeing for our sprayer products. We are proud of the progress made to date, and we continue to operate within the boundaries of the expansion business plan we laid out back in late September, 2020.

Finally, we are looking forward to hosting an open-house event like our Corn Roast (at a future date) for the Mount Vernon community and Rockcastle County officials and other key partners where we can showcase our team, our production capabilities, and our dedication to establishing a permanent relationship with the State of Kentucky.

**Our thanks to the entire Kentucky team for their extraordinary efforts thus far,
and we look forward to continued progress.**

Product Spotlight

By Jim Dillon, Industrial / Design Engineer

ROSE DUSTER PLUS

For decades, Chapin International has supplied home owners with the tools they desire for applying chemical and non-chemical pesticides to their small gardens, prize rose bushes and house plants. Of course we make sprayers for liquid applications, but did you know we also make dusters for dry powder applications? Dry application of a pest control powder, such as diatomaceous earth, is very effective for the control of aphids and other pests that destroy many plants. Dry application is preferred as sometimes wet pest control agents may 'burn' or discolor delicate flower petals and leaves.



Original #5000 Rose and Plant Duster

Just like all of our products, the Rose Duster has evolved over time but has always been a traditional canister and pump style. The Chapin Rose Duster Plus is a modern update to the

traditional pump style Rose Duster sold for years under the Chapin brand.

When we decided to redesign the Rose Duster, we took a look at customer reviews, tips and tricks and even complaints. With all of this valuable information, we were able to design a better product that is easy to use with a stylish new design. Hence, the Rose Duster Plus!



Innovative Snorkel Powder Flow

First we addressed the actual dusting action. Due to a design shortcoming, many customers would use the duster in an upside-down orientation to get the contents to puff out as expected. We solved this problem by implementing a 'snorkel' tube and dual orifice seal that agitates the contents and provides a nice, uniform dust cloud.

Next, we wanted to make it a tool usable with one hand. Many competitor dusters

are for one handed use but are usually a simple rubber bulb and not very attractive. Chapin's innovative spine grip with flexible bellows not only provides for one hand use but looks good doing it.



New Rose Duster Plus

Finally we provided an adjustable position, fan tipped nozzle to help direct the dust cloud to the underside of leaves, petals and other hard to reach places that need treatment. This helps keep the duster in the optimal orientation for powder concentration.

We are excited to introduce this innovative, attractive tool to help our customers keep their plants healthy and beautiful.

Product Spotlight

By Jim Dillon, Industrial / Design Engineer

ROSE DUSTER PLUS

Por décadas Chapin International ha ofrecido a los propietarios de viviendas las herramientas que desean para aplicar pesticidas químicos y no químicos a sus pequeños jardines, preciados rosales y plantas domésticas. Por supuesto que hacemos pulverizadores para aplicación de líquidos, pero ¿sabía que también hacemos rociadores para aplicación de polvos secos? La aplicación en seco de un polvo para control de plagas, como la tierra de diatomeas, es muy efectiva para controlar los pulgones y otras plagas que destruyen muchas plantas. La aplicación en seco es preferible, ya que en ocasiones los agentes de control de plagas pueden 'quemar' o decolorar los delicados pétalos y las hojas de las plantas.



Original #5000 Rose and Plant Duster

Al igual que todos nuestros productos, el Rose Duster ha evolucionado con el tiempo, pero siempre ha tenido un estilo tradicional de bomba y cartucho. El Rose Duster Plus

de Chapin es una actualización moderna del Rose Duster tradicional de bomba que se vendió por años con la marca Chapin.

Cuando decidimos rediseñar el Rose Duster estudiamos las críticas, las recomendaciones, los trucos e incluso las quejas de los clientes. Con toda esta valiosa información pudimos diseñar un mejor producto, que es fácil de usar y tiene un nuevo y atractivo diseño. Y aquí lo tenemos, ¡el Rose Duster Plus!



Innovative Snorkel Powder Flow

Primero nos concentramos en la acción de pulverización misma. Debido a una deficiencia en el diseño, muchos clientes usaban el rociador colocado al revés, para lograr que el contenido se esparciera como deseaban. Resolvimos este problema implementando un tubo de 'snorkel' y un sello con orificio dual que agita el contenido y genera una nube uniforme de polvo.

Después quisimos hacerlo

utilizable con una mano. Muchos rociadores competidores están diseñados para usarse con una mano, pero habitualmente constan de un simple bulbo de caucho y no son muy atractivos. El innovador agarre de Chapin con fuelles flexibles no solo permite usarlo con una mano, sino que además se ve bien.



New Rose Duster Plus

Por último, incluimos una boquilla con posición ajustable y punta en abanico para ayudar a dirigir la nube de polvo a la parte inferior de las hojas, los pétalos y otros lugares de difícil acceso que necesitan tratamiento. Eso ayuda a mantener el rociador en la orientación óptima para la concentración de polvo.

Nos emociona presentar esta innovadora y atractiva herramienta para ayudar a nuestros clientes a mantener sus plantas saludables y hermosas.

MILESTONES

ANNIVERSARIES ANIVERSARIOS

5 YEARS/AÑOS: Dorothy Cervini
10 YEARS/AÑOS: Travis Bartz
30 YEARS/AÑOS: Diane Snyder
40 YEARS/AÑOS: Cindy Kegler

RETIREMENTS JUBILACIONES

DOUG WOLK

NEW BIRTHS! ¡NUEVOS BEBÉS!



SOFIA CATHERINE BOWLES
 BORN 2/8/2021
 CONGRATULATIONS
 DALE BOWLES!



BRYSON LEE DIEHL
 BORN 12/22/2020
 CONGRATULATIONS
 JARED LEE DIEHL!

WELCOME TO CHAPIN! BIENVENIDA A CHAPIN!



Samantha Barker
Plastics



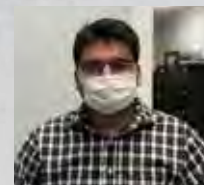
Kaila Blanchard
Plastics



Michelle Brown
Metals



Nick Carbone
Plastics



Sahil Chaudhari
Engineering



Anntionette Crouch
Project Manager



Heather Dawson
Order Center



Betsy Dervin
Asian Operations



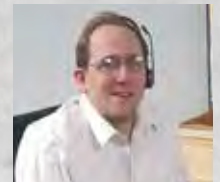
Stephen Doyle
National Sales Manager



Jeremy Fairbanks
Plastics



Jessica Greck
Sub Assembly



Paul Kilhau
Support Specialist



Mike Learn
Plastics



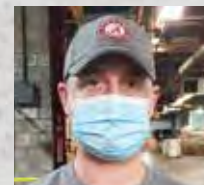
Donna Licata
Accounts Receivable



Joshua Moore
Metals



Dominique Namba
Purchasing



Tyler Pratt
Metals



Andre Rivera
Plastics



Nicholas Serafin
EDI Analyst



Alisha Soule
Plastics



Patrick Tuttle
Plastics



Charles Wroten
Plastics



Willy Yonkers
Engineering

CHAPIN HIRES DIRECT!

Instead of sending your friends to the temp agency, send them to Human Resources.

There are benefits to being hired direct!

- Higher starting wage
- Eligible to attend all Company Events
- Fast Track to Union Membership (90 vs. 135 days)
- And... **A REFERRAL BONUS OF \$500 FOR YOU** if they get into the Union (i.e. remain employed for 90 days)

*Applications available at the front desk or online at chapinmfg.com/jobopportunities.
For more information, call Marjorie in HR at x3028*

¡CHAPIN CONTRATA DE FORMA DIRECTA!

En vez de enviar a sus amigos a la agencia temporal, envíelos a Recursos Humanos.

¡Hay beneficios por ser contratado de forma directa!

- Mayor salario inicial
- Elegibilidad para asistir a todos los eventos de la Compañía
- Vía rápida a la afiliación sindical (90 días frente a 135 días)
- Y... **UN BONO DE RECOMENDACIÓN DE \$500 PARA USTED** si se afilia al Sindicato (por ejemplo, permaneció empleado durante 90 días)

*Las solicitudes se encuentran disponibles en mesa de entrada o en línea en chapinmfg.com/jobopportunities.
Si desea obtener información adicional, llame a Marjorie en RR.HH. al x3028*

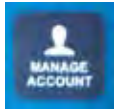


How to Setup Breakroom Account



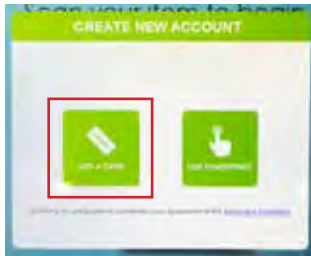
If you are like me, you have a stack of these vouchers at your desk or workspace and don't really know what to do with them. Well, they work for the our break room consessions and to use them you need to setup an account at the kiosk. **Here are the details on how to do that:**

Step 1: Press **Manage Account**

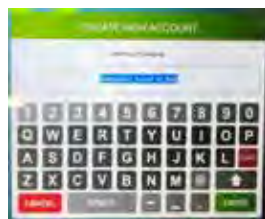
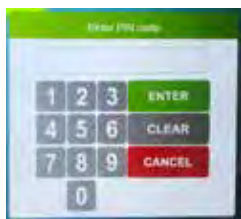


Step 2: Press **Create New Account**

Step 3: Press Use Card. Pick a card from the basket of cards next to the kiosk and scan its code. **Keep this card. You will need it to manage your account.**



Step 4: Enter Pin Code & Confirm Pin. This is a Pin of your choosing. Then enter **Your First Name & Last Name.** Email entry is optional.



Step 5: Press **Save & Close**



And that's it! You can now manage your account to change details or add funds (those vouchers) within the menu system. If you need further assistance, ask HR for help.

Enjoy the consessions!

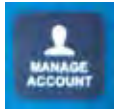


How to Setup Breakroom Account



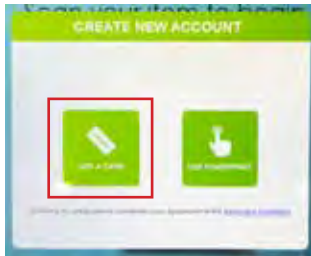
Si es como yo, tiene una pila de estos cupones en su escritorio o espacio de trabajo y realmente no sabe qué hacer con ellos. Bueno, funcionan para las consesiones de nuestra sala de descanso y para usarlas necesitas configurar una cuenta en el quiosco. **Aquí están los detalles sobre cómo hacerlo:**

Paso 1: presione Administrar cuenta

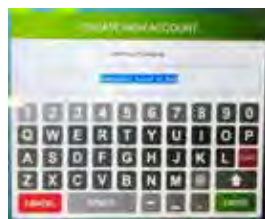
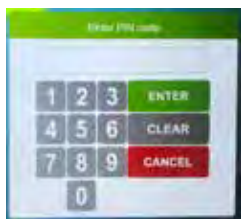


Paso 2: presione Crear nueva cuenta

Paso 3: Presione Usar tarjeta. Elija una tarjeta de la canasta de tarjetas junto al quiosco y escanee su código. **Guarde esta tarjeta. Lo necesitará para administrar su cuenta.**



Paso 4: Ingrese el código PIN y confirme el PIN. Este es un Pin de tu elección. Luego ingrese su nombre y apellido. La entrada de correo electrónico es opcional.



Paso 5: presione Guardar y cerrar



¡Y eso es! Ahora puede administrar su cuenta para cambiar detalles o agregar fondos (esos cupones) dentro del sistema de menú. Si necesita más ayuda, solicite ayuda a RR.HH.

¡Disfruta de las consesiones!

wellness **CHAPIN** UPDATE

Chapin Wellness Quarterly Update:

Wellness has always been an important area for Chapin. We value our employees and their overall well being is critical. Some of the fun things we have done this Quarter to continue to promote the Wellness arena are:

January: Maintain Don't Gain Challenge

- 32 participants
- Steve Ruggles lost a total of 28 lbs. Awesome Job Steve!
- Chris Ace lost weight and won the drawing for the grand prize! Congrats Chris!



February: Heart Health Awareness

- Established new communication boards across the building
- Provided wellness tips
- Provided healthy recipes

March: 30 Day Challenges

- Chose 3 -30 day challenges
- All focus on physical and mental health
- All participants will be entered into a drawing for a prize



SHOP LOCAL. EAT LOCAL. SAVE LOCAL.

Supporting Local Businesses during the Pandemic

by Jill Yanus



Small Business Saturday is the first Saturday after Thanksgiving. But what if we made Small Business Saturday, Small Business Every Day? 2020 was the most historical, unprecedented, think-of-another-buzz-word-you've-heard-a-million-times-a-year ever. It's the first quarter of 2021, and our local businesses are continuing to bear the brunt of this uncertain, constantly-changing, health-coded landscape.

A SCORE survey published in December 2020, "found that a majority of businesses were not able to turn a profit this year. In fact, just 34 percent of small business owners said that their operations are currently profitable. But 55 percent were profitable at this point last year [2019]."*

Small business is the backbone of our towns and villages and employ about half of our workforce in the United States. These businesses employ our family, our friends and our neighbors.

In all reality, we know the businesses we frequented most often before the pandemic may have closed their doors for good or may not make it through the next few months. 2020 has taken its toll on the many shops, restaurants and local haunts we know and love. Now, supporting local businesses is more critical than ever.

If a business was designated as essential, it could stay open during the New York State shut-down. We are one of the lucky ones. Some restaurants resorted to carry-out or delivery only



if that was possible, but they still could barely make a profit. It was enough to keep the lights on and pay the few employees they could keep. We all know what COVID hair looked like when the salons and barbershops closed. Or the result of trying to cut our hair. Yep, those are memories best forgotten.

*Pilon, Annie. "SCORE Looks at Impact of COVID-19 on Small Business in the US." *Small Business Trends*, 8 Dec. 2020, smallbiztrends.com/2020/12/score-survey-covid-impact-small-business.html.



Sure you can purchase all of your supplies, food, clothing and hobbies online; but what about Charles Men's Shop in Batavia, Gregory's Bakery in Bergen or the local farmer's markets? They all rely on our patronage to provide for their families as well. Not sure about walking inside a store? Most businesses deliver curbside or provide delivery services. You can still shop local and keep your exposure to a minimum.

You don't have to go online to get what you need. Starting a hobby; becoming a coffee coinsurer; being an outdoor enthusiast; hunting for antiques, or finding a new sofa (or shoes) because your dog got bored being in quarantine? That's the beauty of buying local. Those businesses all exist outside of a computer.

Behind each business is a story, a history and a family. I love my quick, drive-thru chains like anyone else with limited time. But there's no substitute for being greeted when you walk in the door to a small business or become a regular that they know you by your first name. I challenge you to become a regular, to learn who works there and greet them by name when you walk in.



Shop small. Shop local. Support local.

MODERNIZING TO CUSTOMER



OUR APPROACH SERVICE

In recent years, Chapin's Customer Service Department was a generalist position requiring a variety of skills including inside sales support, order management, product expediting, and even answering technical questions about products. It became clear that Chapin had outgrown its generalist approach and needed to take a specialized tact to how we handled all of our key customer touchpoints. After contemplating modernizing the way we handle customer and consumer needs during the product lifecycle, Chapin took a first step in early 2020.



The first step was the creation and staffing of a separate Technical Support group. This three representative team takes longer consumer calls of a technical nature. The initial results were positive with improved customer satisfaction, a faster feedback loop to engineering and manufacturing about potential product issues, and shorter hold times for consumers seeking more transactional customer service support.

Chapin has been experiencing a tremendous increase in sales since COVID-19 was declared a global pandemic in March 2020. This resulted in a 50% increase in the number of customer orders with nearly all the growth in EDI (Electronic Data Interchange) versus orders entered manually. In fact, Chapin's EDI order volume in 2020 was nearly double compared to 2015 with a backlog of customers asking to be set up for EDI. Evolving business conditions again prompted us to revisit our processes and structure.

We decided to break Customer Service into three specific teams based on function. First, we created a Sales Operations, led by Colleen Coogan and supported by Carissa Perkins. Part of the Sales department, Sales Operations ensures customer information and pricing information are correct upfront in Chapin systems so information flows throughout the company correctly. Additionally, Sales Operations manages customer allocations during product shortages, serves as an internal escalation point for customer issues, manages onboarding new customers, and provides business reporting to the sales managers.

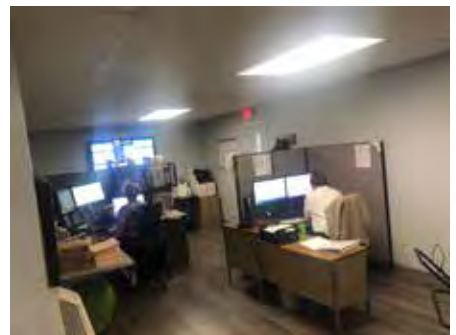
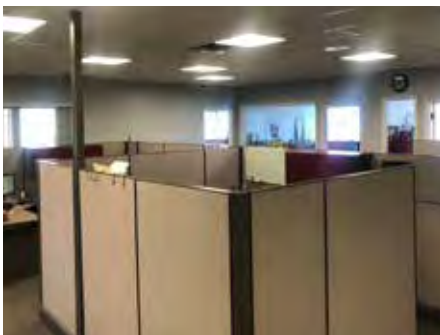
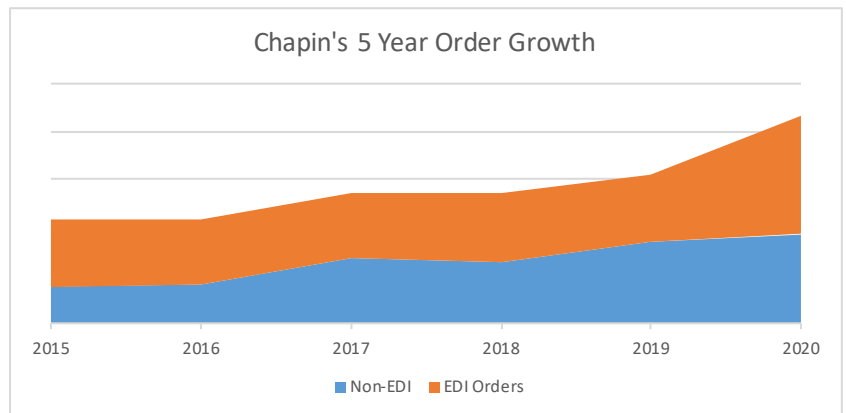


Next, we created an Order Center to serve as an EDI center of excellence and manage the order to invoice process. This team, led by Season Meyers is part of the Accounting Department and provides pricing to customers, processes EDI and manual orders, and invoicing after shipment. Raja Palepu, EDI Programmer, and Nicholas Serafin, EDI Analyst, now sit with the team managing the order to invoice process and focus 100% on increasing the number of EDI transaction, reducing EDI errors, and increasing EDI automation. We are already seeing an improvement in EDI and a result of the increased focus. The Order Center team also includes Chrissy Blatner, Amanda Woodrich, Erica Lamkin, Farrah Nolan, and Heather Dawson.



Product availability inquiries and requests for things such as tracking information and copies of bills of lading will now be handled directly by the Shipping Department, led by Ian Weatherbee. Brittany Hein moved to Shipping to support the increased workload on the department. Lastly, we directed certain activities more closely related to Tech Support to that department and Jessica Maskell has joined Jared Diehl and Paul Kiltbau to support the increased workload.

During March we implemented a new prompting logic in Chapin's phone system. As a result of the changes outlined above transferring calls has been reduced by over 25% and hold times and call handling times are also decreasing. We will continue to improve fast one-call customer support, automate non-value added process, and reduce internal handoffs as we evolve to support our growth!



The Importance of:

by Teresa Wozniak



Reinstein Woods, Lancaster, NY

Trees are a vital part of our ecosystem. They provide food, shelter and medicine, habitat for wildlife, protect the land from erosion and flooding, clean the air by producing oxygen and removing carbon dioxide, cool the earth by providing shade and add beauty to our landscapes all year round.

Deforestation is a major environmental problem globally. Trees are lost to development of land for agriculture, logging, urbanization and wildfires. Global Forest Watch, (globalforestwatch.org), recorded a loss of 386 million hectares of tree cover globally from 2001 to 2019, equivalent to a 9.7% decrease in tree cover from 2000. From 2001 to 2019 the United States lost 40.3 million hectares of tree cover, equivalent to a 14% decrease since 2000.

Global and national organizations are trying to address the alarming decline in tree cover with reforestation and tree planting campaigns. The World Economic Forum has established the One Trillion Tree Initiative that is a global effort to grow and conserve this massive number of trees by 2030. The United States is participating

in the campaign to help achieve this goal over the designated time period. One U.S. national organization committed to tree planting and reforestation is the Arbor Day Foundation, (arborday.org), established in 1972 in Lincoln, Nebraska. The Foundation has launched its own campaign, the “Time for Trees Initiative” with the goal of planting 100 million trees in forests around the globe by 2022, the 150th Anniversary of Arbor Day, and inspire 5 million tree planters to contribute to the mission.

The Arbor Day Foundation is an offshoot of Arbor Day, a national day of observance marked by the planting of trees. The holiday was initially proposed by J. Sterling Morton, Secretary of the Nebraska territory and advocate for planting trees. The first Arbor Day was observed on April 10, 1872, a day on which an estimated 1 million trees were planted throughout the state. Arbor Day was made a legal state holiday in Nebraska in 1884 and is now observed in all fifty states, usually on the last Friday in April or at a date coinciding with the best tree planting weather in certain states. This year, the national celebration of Arbor Day will take place on April 30.

The Arbor Day Foundation is involved in Community Tree Recovery and replanting both national and global forests. Restoring ecosystems is more complex than planting a monoculture of trees to absorb carbon monoxide or regenerate a timber forest. Care must be taken to preserve and support biodiversity. Native trees and diverse species should be planted that will survive and thrive in the environments in which they will be placed.

If you are thinking about planting trees, the Arbor Day Foundation provides a Tree Wizard that will help you select species appropriate for the hardiness zone in which you live, your soil

type and sun exposure. Recommendations are made for evergreen, ornamental, fruit bearing, nut, flowering, and shade trees. Guidelines are provided for planting shrubs also. The Foundation has its own nursery and can ship the trees you decide to plant, or you can visit your local nursery to learn what varieties they provide.

Arbor Day provides motivation and opportunity to help keep our communities green!



Beautiful stand of trees on Main St. near Pembroke, NY



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