

## Senneca Q4, 2022

Welcome to the Q4 Team Talk newsletter. We hope the newsletter keeps you updated on our latest news, celebrations and provides valuable information about our company and our people.



### In This Issue

- A Message From Our CEO, Clark Hale
- Senneca Milestones and Anniversaries
- Employee Spotlight, Mason Deluca
- Senneca Success Stories
- Employee Net Promoter Survey Results
- Professional Development Book Club
- Product Spotlight, Cold Storage Solutions
- Tour of Our Plants #4 - Salt Lake City, Utah
- DEI Employee Spotlight - Aaron Marin
- 2022: A Year in Photos
- Social Media - We Want to Empower You
- Senneca General Information

Congratulations to our dedicated Senneca team in making 2022 a record year for Senneca Holdings. Your commitment to promoting our products, providing timely specifications and quotations, procuring cost-effective materials, hiring and training talented employees, and manufacturing superior performing products enabled each of our business segments to report record revenue.

The Senneca Executive Leadership team wishes everyone a healthy, rewarding and joyful 2023.

————— *Thank you for a great year!* —————

## A Message from our CEO, Clark Hale

### Enhancing Continuous Improvement Efforts

A frequently cited business maxim is: “You manage what you measure.” As an organization, we’ve made tremendous progress in deploying key performance indicators to help us improve our performance. The resulting improvements that we’ve made over the past year are astounding. Yet, we still have plenty of opportunity to improve safety, quality, cost, financial performance, and customer and employee satisfaction. As time goes on the low hanging fruit for improving performance gets picked over and improvement efforts become more challenging. Thus, we are creating a group of resources, Kaizen Promotion Champions, to facilitate continuous improvement efforts.

Brett Gantz and Jason Horn have drafted leaders from each facility to be Kaizen Promotion Champions. During the first week of February, this group will start their initial formal training on how to deploy “Lean” tools and to learn effective facilitation skills for Kaizen events. Below is a list of the Champions, and as we gain experience in our facilities, we will develop additional champions for improvement initiatives. Active participation and frequent improvements, no matter how large, will bring us improvements that last.

### Kaizen Promotion Champions

<b>Cincinnati:</b>	Mike Beaschler
<b>Kalamazoo:</b>	Michael Debruyne / Brandon Johns, Internal
<b>Redmond:</b>	Tim McChesney
<b>Irving:</b>	Jose Batista / Nick Randall
<b>Mankato:</b>	Ann Marie Johnson
<b>Salt Lake City :</b>	Ethan Ormsby
<b>HMF:</b>	Matt Pye
<b>HQ/ICHQ:</b>	Dan Shannon



## Anniversaries of Note

In Q4, we would like to recognize Geri, Victor, Dale, Cassandra, and Jason for their work anniversaries. Congratulations and thank you for your dedication and hard work!



## Milestone Anniversaries

### 40 Years

- Geri Brazeal (Redmond)

### 15 Years

- Leroy Turner (Cincinnati)
- Josue Alcala (North Carolina)
- Jodie Michel (Cincinnati)

### 10 Years

- Tisha Rhodes (Redmond)

### 5 Years

- Justin Segriff (Cincinnati HQ)
- Jose Batista (Irving)
- Justin Bradford (Kalamazoo)
- Timothy Franklin (Kalamazoo)
- Carlos Ek (Mankato)
- James Glover (Salt Lake City)

**Note:** Anniversaries shown fall within 5 year increments.



## Senneca Birthday Wishes

Happy Birthday to everyone that celebrated a birthday in October, November and December!



## Employee Spotlight

**Mason Deluca**, Production Manager  
Kalamazoo, MI

---



**How long have you been with the company?** 12 years

**What's next on your bucket list?** I don't have a bucket list; I am more spontaneous. If I could do anything, I would grab a camera and head to Africa for a safari.

**Current series you're binge watching?** Yellowstone

**When not at work, you are?** Outside looking for rattlesnakes.

**If you weren't doing your current job, what would you be doing?** If I wasn't looking for rattlesnakes, I would spend my time doing something with animals and conservation.

**Best advice you've been given?** Dance with the girl you brought to the dance - don't forget how you got there.

**Proudest moment?** Being a dad - three times over.

**One food you can't resist?** My wife's lasagna! She uses sausage instead of ground beef because it has more flavor, lots of mushrooms and cream cheese to balance the ricotta.

**People would be surprised if they knew...** I do 95% of the cooking in our house. My speciality is anything on the grill, but especially grilled shrimp.

**Biggest pet peeve?** Punctuality. People being late drives me insane.

**If you won the lottery, what is the first thing you would do?** Well, that depends on how much I win. Winning \$2M is different than \$200M. If I won "enough", I would open a reptile zoo and offer school tours to educate kids.

**If you could learn to do anything, what would it be?** Learn how to be a better husband and father; there is always something to learn.

**What do you love most about Senneca?** I love the people I work with at Senneca, specifically those in Kalamazoo, my team. The value the relationships I have built with those I work with and enjoy being in a position where I can influence changing our culture.



## Senneca Success Stories

### Charlie Chapter Wins Big With New Refrigeration Contractor!

Charlie Chapter broke into a new refrigeration contractor called Noam Refrigeration in North Suffern, NY. Through Charlie's hard work, we received two ColdGuard orders, one for Flushing Food for \$92,487 and one for Breadberry Food Market for \$87,333.

- Submitted by Ben Franco

### 2022 Cold Storage Segment Accomplishments

- By focusing on target accounts with our rep network, we increased sales from \$8.045 million to \$11.880 million, which was a 47.7% increase in sales.
- We have a 31% close rate when we are involved in quoting, as opposed to 16.6% working with the ColdGuard group.
- We were involved in 204 quotes from March 2022 through December 2022.
- We quoted \$9.79 million in all cold storage products March through December. Of that, \$1.589 million was converted to orders.
- Cold Storage Solutions page created on LinkedIn for category awareness.
- The team initiated and produced a new Cold Storage Solutions brochure.



- Submitted by Chris Herrick



### Zero Safety Incidents in 2022!

The company had zero recordable safety incidents at Dublin, Kalamazoo, Atlanta, Philadelphia and Houston this year.

And Kalamazoo has had zero safety incidents for 4 years!

### Kalamazoo ships 100% on time for all value stream!

December 1st was the first time that Kalamazoo shipped 100% on time for all value stream! Great job!

- Submitted by Brett Gantz

## Employer Net Promoter Survey - The Results Are In!

Thank you for your participation in our 2nd half 2022 Employee Net Promoter Survey! We strive to be your Employer of Choice as we consider suggestions and feedback from the team. I am excited to share that Senneca Holdings met the goal of improving our ENPS to a score of 25. This exceeds our prior highest score of 17.

The comments and location/function-specific ratings are being provided to local leadership. The expectation of them will be to consider the feedback and establish action plans for optimizing our employee engagement. Many responses did not provide the location or department. The intent is to provide the feedback to the specific location so we can understand, prioritize and address the opportunity areas. I ask that you please consider disclosing additional information when you complete the 1st half 2023 ENPS survey in June. Overall, we had 56% of our team members participate. Our goal is to have least 70% participation moving forward. We also strive to attain at least a 35 ENPS score in 2023.

We will not succeed without the engagement of our team. Your input is imperative to Senneca's continued growth and to positive employee experiences. Please also remember the Suggestion Box is available, both physically at our locations and on Senneca.com. You matter and make a difference on ONE TEAM SENNECA!

-Gloria Olson, Vice President Human Resources

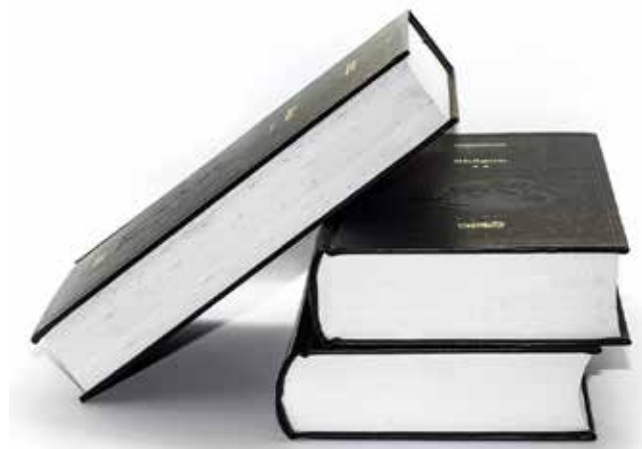
---

## Senneca Professional Development Book Club

With the new year, there is no better time to start developing positive habits. If you are interested in diving into professional development reading this year, a Senneca-wide book club is being formed. The specific meeting times, topics and book(s) to read are still being decided on.

For those that are interested, a Microsoft form has been created to vote on the details. Any questions and/or book recommendations can be directed to Nick Randall at [nrandall@senneca.com](mailto:nrandall@senneca.com).

Microsoft Form Link: <http://bit.ly/3iatlKI>



## Senneca Product Spotlight - Cold Storage Solutions

Senneca offers a variety of doors to keep your conditioned air where you need it. We offer solutions that provide energy savings, customer and employee comfort and environmental separation. Our cold storage doors combine the latest technology, premium materials and design features that maximize thermal efficiency.

Senneca cold storage family of doors covers all categories of doors, including hard-sided, high R-value doors that are featured in the ColdGuard and Hercules lines, and vinyl strip doors for secondary cold retention through Curtron and TMI. We also offer an insulated, flexible swing door in our Chase ColdFlex model, and glass refrigeration doors through our Thermoseal brand.

### Durulite Retailer R25D

The Durulite Retailer R25D insulated Impact Traffic door is the first DOE compliant traffic door in the industry. The R25D offers exceptional durability, along with lightweight construction.

#### Panel Design:

- 1/8" thick high density rotationally molded polyethylene outer skin and CFC-Free foam core
- Impervious to moisture penetration and panel separation
- R-value of 25 for great insulation

#### Other Options:

- Vision Panels
- Bumper or Impact Plates
- Hinge Guards
- Push Plates and Pull Handles

The R25D's insulation and swinging feature helps to enhance productivity and offers additional cost savings over alternative cold storage doors.



### ColdGuard / Hercules

Made from 24-gauge steel sheeting, ColdGuard and Hercules doors offer both cooler and freezer options.

#### Featuring:

- A variety of color options
- DOE certified
- Top end R-Value of 48
- Panels offered in both 4" and 6" thicknesses

#### Door Styles Include:

- Swing doors
- Vertical lift doors
- Horizontal sliders and bi-parting
- Overlap doors

All doors come with a manual release or panic release to ensure safety from the inside.



### Curtron / TMI

Created for secondary entrapment of cooler and freezer refrigeration, the Curtron and TMI PVC doors meet the highest standard of quality and retention.

#### Features:

- Offered in 6" and 8" wide PVC strips
- Polar grade or standard thickness
- No curing needed
- Great for freezer temps down to -20°

#### Certified For:

- NSF
- USDA polar grade
- 100% food grade approved

The Curtron and TMI PVC curtains are critical to saving money and energy.



### Thermoseal

The Thermoseal family of glass refrigerated doors can be found in virtually any retail environment where refrigeration is needed, convenience stores, grocery stores, restaurants and more.

#### 2 main types of glass doors:

- Reach-in doors for grabbing your favorite foods or beverages
- Walk-throughs that include swing doors and bi-parting sliding doors

#### And Featuring:

- A variety of shelving widths and depths
- DOE compliant
- Industry leading LED lighting

Refrigerated glass doors feature a full view for maximum product exposure.





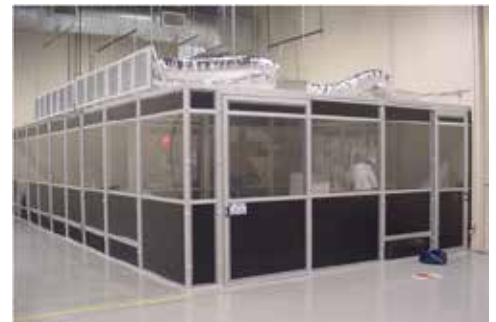
**Tour of Senneca Plants**

Brought to you by the:  
**Diversity, Equity & Inclusion Committee**

*Welcome to*  
**Salt Lake City, UT**  
**STOP #4**



**We Make: Data Center Containment and Modular, Expandable Cleanroom Components, Industrial Enclosures and Isolation Curtains.**

**SUBZERO****SIMPLEX™**

**For more information, go to Cornerstone and search “Brands and Products 101 Training.”**



## Living and Working in Salt Lake City, Utah

### Salt Lake City, Utah



**Senneca represents the Salt Lake City community.**

#### Area Demographics:

32.5% White  
48.2% Hispanic or Latino  
2.7% Two or More races  
8.7% Other  
3.7% Asian  
4.2% African American

Female: 48.8%

#### Senneca in Salt Lake City:

54% White  
32% Hispanic or Latino  
6% Two or More races  
2% African American  
2% Asian  
4% Other

Female: 23%

\*146 Employees

## Salt Lake City Tour Guides:

**Tour Guide:** Cathy Knutson **Time with Senneca:** 3 years

**Job in Salt Lake:** Office/Safety Manager, Mission Critical Environments Division

#### Fun Facts About Your Tour Guide:

- I ride a recumbent trike in my spare time.
- Certified Handwriting Analyst
- Proud Grandma of 8.
- I'm a Beekeeper.
- Bigfoot Believer.



**Tour Guide:** Scott Skelly **Time with Senneca:** 1 year

**Job in Salt Lake:** Manager, Human Resources

#### Fun Facts About Your Tour Guide:

- I have 3 wonderful boys and an amazing wife.
- I enjoy spending time with my family watching movies, playing games and being outdoors.
- I am a huge Minnesota Vikings fan.
- I love to go on cruises.
- I really enjoy sushi and Asian cuisine.



# TEAM TALK

Edition 16 | Q4, 2022

## Salt Lake City's Production Team



*Simplex Line*



*Receiving Line*



*Subzero Mascot & Friends*



*Subzero Line*



*Aisle / Doors / 797 Line*



*Break Time!*



*Facebook Line*





## DEI Salt Lake City Employee Spotlight

**Aaron Marin**, Production Supervisor



**How long have you been with the company?** 2 years as of November, 2022

**What's next on your bucket list?** Becoming more engaged in projects and the process of how the product is made.

**Current series your binge watching?** Futurama

**When not at work, you are?** Hanging out with my two daughters and doing things outdoors. I like to draw; workout, and enjoy seeing the natural wonder of my beaUTAHful state.

**If you werent doing your current job, what would you be doing?** I would want to be an astronaut.

**Best advice you've been given?** I was told that "Life is what you make it."

**What is your proudest moment?** Being able to help my team and the successes they achieve brings me a feeling of fulfillment.

**One food you can't resist?** Cheesecake

**Do you have a pet(s)?** I have one Doberman Pincher named Kujo.

**People would be surprised if they knew...** That I am Hispanic and not Middle Eastern.

**What is your biggest pet peeve?** When people misspell my name.

**If you won the lottery, what is the first thing you would do?** I would buy a house for my mother.

**If you could learn to do anything, what would it be?** I would like to learn more about the engineering process here at Senneca.

**What do you love most about Senneca?** The people I work with. I love my team.

**What is your work background?** Service repairman, construction, delivery man and food service.

## Salt Lake City Celebrations



## Tour of Salt Lake City is brought to you by your Diversity, Equity & Inclusion Committee



The DE&I Team brings the tours to highlight Senneca's direct laborers. Inclusivity, Equity & Inclusion are how we keep our doors open! Our hope is that we capture Senneca's culture within each tour! One Team Senneca!



**Shonda Jones**  
Talent Acquisition  
Manager  
Cincinnati, OH



**Matt Pinto**  
Manufacturing  
Engineer  
Kalamazoo, MI



**Aaron Marin**  
Supervisor,  
Production  
Salt Lake City, UT



**Troy McGuffey**  
Group Leader for  
Port, Assemble  
Portage, MI



**Robert Muir**  
Customer  
Ambassador  
Kalamazoo, MI

Have ideas or comments? We would love to hear from you! Contact us at: [deandi@senneca.com](mailto:deandi@senneca.com).



### We Want to Empower YOU to be an Influencer for Senneca Holdings

Did you know...

- There are 875 million members on LinkedIn.
- LinkedIn is more popular with men, who comprise 57% of its user's base.
- Millennials make up over 59% of LinkedIn's user base, with 11 million in decision-making positions.
- 73% of buyers are more likely to consider a brand if the salesperson reached out via LinkedIn.

**What is LinkedIn?** LinkedIn is a social network for professionals to connect, share and learn about each other and the businesses they support and/or work for. Being active in social media gives you the chance to grow your personal brand (that's YOU) and increase your network, as well as stay up to date with current trends in the industry.

Senneca Holdings and our family of brands have LinkedIn pages. We post about our company, job openings, product spotlights, tradeshow information and celebrations. If you don't follow our LinkedIn pages, we would like to encourage you to do so. Our goal for 2023 is to increase brand awareness by increasing follower growth. Employees have 5% more reach than companies on LinkedIn. A Nielsen study shows 84% of people trust recommendations from family, friends and colleagues over other forms of marketing. We are One Team Senneca, and the more growth and profitability we have as a company, the more we grow individually.

Click the brands below to Like, Share and Follow.



[Senneca Holdings](#)

[Chase Doors](#)

[Chase Cold Storage Solutions](#)

[Eliason](#)

[Curtron Products](#)

[Door Engineering](#)

[Thermoseal](#)

[HMF Express](#)

[Simplex](#)

[Subzero](#)

If you don't have a profile on LinkedIn, click the link below that will take you to a quick 3 minute video to learn how to set one up.

[How to Join LinkedIn For Dummies - Bing video](#)

## 2022: A Year in Photos

As we reflect on 2022, here's a look back at a small representation of the many celebrations and events throughout the year at Senneca Holdings.





## Save Big. Every Day.

### Senneca Holdings BenefitHub Employee Perk Program

- Travel
- Auto
- Electronics
- Apparel
- Education
- Entertainment
- Restaurants
- Health & Wellness
- Beauty & Spa
- Sports & Outdoors

Visit:

[www.sennecaholdings.benefithub.com](http://www.sennecaholdings.benefithub.com)

Use Referral Code: DA7PDW to Complete  
Registration

**SENNECA****CAREER  
CORNER**

**The DE&I Team heard you, here's the  
door to your next career opportunity!**

Visit:

[www.senneca.com](http://www.senneca.com) and click on  
About Us and Careers.

[www.senneca.csod.com](http://www.senneca.csod.com) and click on  
Home and Internal Career Site.

## Find the Good!

At Senneca Holdings,  
we want all employees  
to be intentional with  
finding the good in peers,  
colleagues, direct reports,  
managers and the like.

In life the negative is  
obvious but let's continue  
our journey to "find" the  
good in our Team and  
recognize it.

Recognition is rewarding!

Complete a recognition card today and email it to  
[employeerecognition@senneca.com](mailto:employeerecognition@senneca.com).



**SENNECA** HOLDINGS EMPLOYEE RECOGNITION

I want to recognize \_\_\_\_\_  
for demonstrating One Team Senneca!

☐ Doorway to Success ☐ I Am They  
☐ Speak Up and Listen ☐ Feel the Learn

In the following manner:  
\_\_\_\_\_  
\_\_\_\_\_

By doing this, you have positively impacted the following Key Result(s):

☐ Safety ☐ Profitable Revenue  
☐ Customer Centric ☐ On-Time Shipping

Given By: \_\_\_\_\_ Date: \_\_\_\_\_  
ENC-41-109622

## Are You or Someone You Know Depressed or In Distress?

If you or a loved one is struggling or  
thinking about suicide, there are crisis  
resources that can offer help and emotional  
support. We can all help to prevent suicide.  
Please reach out to the National Suicide  
Prevention Lifeline at 1.800.273.8255 or  
click <https://suicidepreventionlifeline.org/>

## Thank You for Reading!

We hope you enjoyed the Q4 edition of the Team  
Talk newsletter. Keep an eye out for the Q1, 2023  
edition.