

Message from the C.E.O.

Each year seems to bring new sets of challenges, and of course, the tomato pack of 2009 was no exception. Sales last fall and throughout the winter months were extremely good, especially for private label, retail, fresh-pack tomatoes. Inventories going into this year's pack were projected to be extremely low. Our sales plan called for increased production, to not only meet this new increased demand, but to also replenish low inventories.

Additionally, tomato acreage was contracted with plans to start early and run longer. All departments at Red Gold were challenged to use our Peak Performance training to ensure that the 2009 tomato pack would be an exceptional year. Business Improvement Team (B.I.T.) goals were set to increase efficiencies, reduce waste and improve costs to accomplish the sales budget.

Unseasonably cool, dry weather pushed a projected early start back to August 4, as our first day of pack! Rains and more cool weather would continue to complicate the harvest. Even with these challenges, our growers' yields and fruit quality increased weekly, to provide us with a bumper crop.

I am very proud to say that all the planning and preparation paid off. Red Gold's processing facilities were able to process the bumper pack even though it took until October 18! Our growers were able to deliver this crop in spite of late season rains, mud and cold weather. Our shipping department and shuttle drivers kept us supplied with containers and ingredients, and successfully filled our distribution center with our largest pack ever! This all was reflected in efficiency and yield gains, tons processed per day, cases produced and many new records achieved. To accomplish our goals in spite of all the challenges, it took a total effort by the entire Red Gold team.

I am very pleased with our safety record for this year's pack...we had a 70% reduction in lost time injuries and a 3% reduction in the OSHA recordable rate.

"Peak Suggestions" were collected at all locations on idea boards throughout each facility. These ideas were used to make immediate improvements during pack, and to get a jump start on improvements for the 2010 pack. The Orestes plant gathered over 145 Peak Ideas.

Construction for an 11,000 square foot ingredient warehouse is already under roof at Geneva. This new building will contain racked, frozen and cold storage. On order at Elwood is another new Winpak, ketchup packet machine. Elwood will also be installing a new proto-type, high-speed paste delivery system. Plans are underway at Orestes for an additional fresh pack diced line for #300 cans. New fillers, cookers, depalletizers and dicers will be on order soon.

I hope you all have a wonderful Thanksgiving and I'm sure I'll see many of you at our annual Christmas party.

Brian



THERESA, WAS THAT OK?

Have you recently visited the Red Gold Brand home page on the web www.RedGoldTomatoes.com? We have added a new video featuring "Dan", our Tomato Country spokesperson. This summer, we produced six different Tomato Country videos that will be rotating on the home page over the next several months. In addition, you can find all the videos by clicking on the Tomato Country Videos link in the left navigation.

Producing six videos takes several days and a lot of coordination. All together there were:

- Over 50 actors auditioned for the role of Dan
- Dan needed to be a charming, outdoor type person with a "Down-home/small town" personality, Midwestern feel, sense of humor, and likeability with the female target audience
- The selected Dan grew up in Lafayette, IN and went to Indiana University
- Dan did 250 takes per day (500 total)
- Dan said "The Best Tomatoes Come from Tomato Country" well over 300 times
- The forecast was for "rain" so we prayed, worried and did rain dances for 2 ½ days and in the end we re-shot all 6 scripts in the field because we had the perfect sunset
- Dan had one plaid shirt for all six videos
- Dan is a lousy tuba player, but he is a great tuba dancer
- Dan had to be continually energized (energy drinks, push ups & funny mouth exercises worked well)
- Dan kept saying, "Theresa, was that OK?"
- Thanksgiving dinner comes at any time of year...this time it was August 27

On a very warm day in August, Carmen Blackford welcomed the whole crew, approximately 10 people, to her newly remodeled kitchen for the Thanksgiving Tomato Country shoot. Carmen's kitchen was quickly turned into a video production studio. Opaque coverings were put over the windows with lights shining in to get the sunlight coming in the direction that they wanted. Multiple light booms and microphones were set up in the kitchen around Dan for video recording. Red Gold product and props were set out on her countertop. Then after several practice takes, one of which Selita said sounded too much like "Barry White", Lights, Camera, Action...and the video was complete.

KETCHUP KORNER

This is a place where you can catch up (Get it?) on news, fun facts, and items of interest about our products, people, and activities.

Is the tomato a fruit or vegetable? Not as well known of a question as toe-MAY-toe or toe-MAH-toe, but still one to debate. From a scientific standpoint, the tomato is a fruit based upon the fact that it contains seeds. It is developed from the ovary in the base of the plant's flower and is nature's way of planting for the next crop. From a culinary standpoint, the tomato is used in many savory dishes and is generally regarded as a vegetable.

Did you ever think of salsa as a fruit salad? Peppers are also scientifically classified as fruits as well so the tomato is in good company... especially in our products! They are a perfect combination for the upcoming season in red and green for the holidays!

Quarterly Definitions

Have you ever read an ingredient statement and wondered what the difference between flavoring and spice is?

Ketchup Korner is here to help.

Flavoring – Flavors derived from natural spices or synthetically produced

Spices – Natural spices in part or whole used to add flavor

IT'S HARD BEING FAMOUS

- 7/14-7/25/09 Stewie's Unveiling
 - 7/14 Elwood, RGT
 - 7/15 Orestes, Corporate, DC
 - 7/24 Geneva
- 7/25/09 Kroger 200 Race - Indianapolis, IN
- 7/28/09 Grower's Field Day
- 8/06/09 Picture w/Farmer Bob
- 8/7-8/23/09 Indiana State Fair
- 9/12-10/4/09 Family Tours
 - 9/12 Geneva
 - 9/19-9/20 Elwood
 - 10/3-10/04 Orestes
 - TBD DC
- 9/25/09 Blue Friday
- 10/01/09 Fishing w/Boy & Girl Scout Venturing Program at CEO's House
- 10/10/09 24th Annual Red Gold Chili Cook-Off - Elwood, IN
- 10/29/09 Healthy Holiday Cooking School- Alexandria, IN
 - Fundraiser for Madison Co. 4-H Association
- 10/30/09 WZPL 99.5 FM Pumpkin Drop – "Smiley Morning Show"
 - 1100 lb pumpkin filled with Red Gold ketchup at Conner Prairie, Noblesville, IN



KEEP WATCHING FOR TRAVEL UPDATES!! YOU NEVER KNOW WHERE I WILL BE!!

RED GOLD ALL STARS ORESTES SHIPPING DEPARTMENT



The Orestes Shipping Department has 4 Supervisors, 3 clerks and 38 forklift drivers.

What We Do:

- Shipping serves the Orestes plant. This department touches anything that moves, including: covering all fork trucks, delivering supplies including empty cans, and moving the brites.
- Shipping also serves external customers, seeing to shipments for our large customers who pick up products themselves
- With the addition of the rail siding, the department continues to steadily grow the number of direct plant shipments and rail shipment
- Department employees have over 250 years of Red Gold experience

Did You Know?

- In 2009, the Orestes rail loaded or unloaded 2,308 railcars
- So far this year the department has handled over 500,000 pallets in 21,904 loads
- In September the rail crew sent out 170 loads



First Shift Shipping Department



Second Shift Shipping Department



Third Shift Shipping Department

A Day in the Life in the Red Gold Marketing Department

It's never difficult to find a subject for the Day in the Life articles here at Red Gold... We just keep growing, so there's always a need for new positions and more employees. With that said, sometimes it can be difficult to single out one individual to give folks here at Red Gold a good snap shot as to what they do. In some departments, the employees may wear many hats, and it takes the whole team to accomplish their goals and projects. Those in the RG Marketing Department sure know that to be true! We've all probably been surprised to see something cool that they've been working on that makes us say, "Wow! I didn't know we were doing that! Look at the vines growing up that billboard..."

So, who makes up the Red Gold Marketing Department and what are their titles?



Greg Metzger – Marketing Director
Theresa Warren – Assistant Brand Manager
Scott Turley – Marketing Analyst
Bill Sinclair – Trade Funds Marketing Manager
Monica Christie – Sales & Marketing Management Trainee
Linda Wallace – Home Economist
Carmen Blackford – Administrative Assistant



Between all of them, they're juggling anywhere from four to six projects each, plus the daily pop-up assignments. These programs involve many types of marketing, including both traditional and non-traditional forms. Examples of traditional types of marketing would include TV, radio, print, and outdoor billboards. Red Gold Marketing is on the cutting edge of new digital/internet-based marketing including email e-blasts, blogger outreach, banner ads, and viral marketing. A new form of non-traditional marketing includes what is called Social Media Marketing. This type of marketing is interactive because the customer participates. Examples include Facebook, Twitter, and YouTube. Viral Marketing is designed to create a buzz and hype for a brand or product, many times prior to unveiling the complete ad.

In September, the Marketing Department launched their annual marketing campaign in ten Red Gold markets which include Chicago, Milwaukee, Columbus, Grand Rapids, Detroit, Minneapolis, Cincinnati, Oklahoma City, Kansas City and Springfield, MO. The objectives of these annual campaigns are to strengthen Brand awareness, reinforce the quality of our brands, build one-on-one consumer relationships and drive market share growth.

Have you visited Chicago Lately? If so, then you've surely noticed Red Gold's 3-D billboard. Talk was hot on the streets of Chicago as our vines grew up the Willis Tower. Before you know it there are tomatoes and then poof...large, brightly colored cans dangling from these city's skyscrapers! Now how's that for name recognition!? People can see the same display in Minneapolis on the IDS Building. Visit www.RedGoldTomatoes.com, and click Tomato Country videos to see all the videos.

How often do you check your Facebook page? Wait, what was that... how often do you use Twitter? Our Marketing Department might be more hip than you are! We have a Facebook page that is updated at least twice each week. We also Tweet on Twitter! From these sites, Red Gold can notify customers of various happenings on, as well as pass on helpful tips. The Marketing Department also makes use of email; each month they send out 1.4 million emails, contacting that many potential customers! The emails usually provide something of value (such as a coupon) to encourage customers to sign up for the Red Gold email newsletter. The Marketing Newsletter includes recipes and healthy eating suggestions, links to the Red Gold website, and more. 'And more' includes links to videos of Red Gold events and other fun items. That's right! Red Gold is on YouTube! Ever wonder how a fun event turned out that you were unable to attend? Well, no worries, now you can get online and watch the video to see exactly what you missed! Red Gold currently has 12 videos on YouTube. Red Gold would like to take a moment to invite you to be a 'fan' of Red Gold on their Facebook page. You can search Red Gold Tomatoes on Facebook. Check it out! Who knows what kind of cool stuff you will see! Any bloggers out there? Well, the Marketing Department has even thought about you. The department has just distributed several hundred Outreach Blogger Media kits to food bloggers. The kits, the size of large popcorn tin and designed to look like a Red Gold can, include all kinds of goodies. Linda even has her own blog at www.RedGoldTomatoes.blogspot.com.

With all these cool things the Marketing Department is always orchestrating, what has been the biggest project that they have ever worked on? The Year of the Tomatoes at the Indiana State Fair!! Marketing spent approximately a year preparing for Red Gold's sponsorship of the 2009 State Fair. Each year, we can see Linda Wallace at the State Fair in the Red Gold booth doing various cooking presentations. But, this year, was a whole other can of tomatoes! Once it was determined that it would be the year of the tomatoes, the State Fair Commission reached out to Red Gold. Then, the Marketing Department was off planning all kinds of cool events and promotions. There were over 90 points of Red Gold branding throughout the State Fair. If you attended, so you couldn't miss the bright red and gold colors everywhere you turned!

There are always cool things to see and participate in with Red Gold's Marketing Department. It's really hard to keep up with all of the events and promotions! I'm sure they would love to share all their experiences with all Red Gold employees... until then, how about they let you know what their favorite event has been; Monica's favorite was the WZPL Pumpkin Drop. Carmen's is Blue Friday, "even though it always seems to rain," she adds. Theresa's favorite event is the Red Gold Chili Cook off. She explains, "Elwood is my hometown and everyone loves Red Gold." Linda's favorite is the Red Gold Cooking School. She added, "I have always wanted to have one, so I created it!" Scott's top pick was also the WZPL Pumpkin drop... "It was a blast, literally!" he exclaimed. Bill's fav was the State Fair, because he enjoyed meeting people and talking about Red Gold.

RG IS "RUNNING GREEN"

RG Transport is managing the current tractor fleet to reduce diesel fuel consumption, and is reviewing fitting all tractors with auxiliary power units (APU's). This will reduce tractor idling and maximize fuel savings. In the past, all APU units have had small two cylinder diesel powered units. Future tractors will be fitted with battery powered APU units. This will eliminate the current diesel engine power source.

By using diesel powered APU units, instead of idling tractors, fuel consumption is reduced by approximately 1,000 gallons of fuel per tractor per year. When the current diesel units are replaced with battery APU, the savings will increase to approximately 1500 gallons of fuel per tractor a year. Therefore, our 100 tractor fleet translates to a savings of 150,000 gallons of diesel fuel each year!

In addition to utilizing the APU units, RG Transport places a high priority on assisting the drivers to manage their tractor idle time. The company has established a fleet idle time goal of 5%. Currently the fleet has attained 6.08% actual idle time this year versus 10.7% idle time last year. The reduction of 4.62% in idle time saves the company 115.5 hours per unit, which saves the company 6,930 gallons of diesel fuel each year.

Currently, RG Transport is focusing on reducing the trailer gap between the nose of the trailer and the back edge of the tractor cab extends to 48". This implementation on 100 tractors at 11,000,000 miles could increase fuel mileage by 0.30 miles per gallon. This equates to an additional fuel mileage savings of approximately 87,301 gallons of fuel each year.

How does "Running Green" effect our environment? If RG Transport can capture all of these savings in diesel fuel, consumption would be reduced by approximately one quarter million gallons. The Environmental Protection Agency (EPA) calculates that there are 2,778 grams of carbon content emitted into the atmosphere per gallon of consumed diesel fuel. These efforts to successfully implement our current set of goals would reduce RG Transports "carbon footprint" by 678,473,718 grams of carbon dioxide emissions each year.

THE FLIGHT OF THE TOMATOES

We are currently safe at the Indianapolis airport; however we wish to advise you that your canned diced tomato products caused a security issue while we were attempting to board our flight to Orlando. We are not sure



which product caused the most concern, whether it was the diced tomatoes with green chili's (which is most likely the problem as it has a foreign word) or the sweet onion diced tomatoes, but we were all but stripped naked before the three cans we had in our suitcase were allowed to be checked through to the luggage hold. We want you to know that we were not about to leave Indiana without our precious cargo. We had to go through security twice, and after getting the three cans safely in the cargo section, we were then subjected to a full search of all carry on items as though we were common criminals. I continued saying, "they are Red Gold tomatoes" and will not explode if stored properly. Regardless of how we were treated in our own country because of your product, we continue our unending support of your company and the products you provide. Do not feel obligated to send us coupons, even though we stood firm in security and placed ourselves in harms way between our Red Gold tomatoes and airport securities "confiscated items bin". When we offer our appetizers to our Monorail friends in Orlando on Sunday, we will feel even better and enjoy our dishes much more knowing that we won the battle between our National Security and our three cans of Red Gold tomatoes.

Safely on our way to Orlando,
Dennis & Liz Pickering
Orestes Indiana

RED GOLD CHILI COOK-OFF

The 24th Annual Red Gold Chili Cook-Off was held on October 10 in historic downtown Elwood. A total of 60 booths were set up, 24 booths were chili teams and 36 other types of booths such as fall Crafts, and baked goods. This and local entertainment contributed to the fun to make this year a success. An approximate 2,800 chili tickets were sold this year!

The winners of this year's Chili Cook-Off: Taking first place was Mighty Myers, second place Delong Electric and third place Mom, Dad & Kids from Michigan.

For more information on these events, visit www.RedGoldTomatoes.com then click News and Events.

COMPLIMENT

I just wanted to take a moment to let you know how much I enjoy cooking with your products. They are perfect in my homemade chili & stews. My husband even eats them COLD straight out of the can (sorry...I find this a little gross!). So many times I have gone to the cupboard and ask, "Where's all my tomatoes?"...and he knows he is BUSTED!

When it comes to tomato products, I only buy RED GOLD. The QUALITY and FRESHNESS is better than the other leading brands. Thank you for making wonderful products that I feel good about serving to my family.
Consumer, OK

UPCOMING EVENTS

- Employee Christmas Party..... December 5
- Geneva Kids Party..... December 5
- Madison County Kids Party December 6
- RG Transport Christmas Party..... December 12
- Growers' Banquet..... January 19, 2010
- Fish Fry February 20, 2010

WHO ARE YOU WEARING?

Tickets to "Tinsel Town-A Red Carpet Affair" will not be sold on eBay. You cannot win them through the local radio show, and you will not receive a paparazzi press pass to the event. In order to attend this elite party, you must be a Red Gold employee or their lucky guest.

The red carpet affair will take place at the Eagles Lodge, in Alexandria, on December 5. Access to the event will begin at 6:00pm, but dinner will not be presented until 7:00pm. Between the opening of the doors and serving of dinner, guests will be encouraged to strut their stuff on the red carpet and pose for photographs taken by the paparazzi. Guests are also encouraged to bring their own camera to help catch some memorable party moments, and make sure you don't miss the novel photo prop opportunity!

After dinner, door prizes will be creatively distributed, and each facility will take turns providing an entertaining skit "borrowed" from well-known movies. Our favorite Christmas Party icon, Kenny K the DJ, will then take the floor and encourage guests to dance away the extra calories they consumed during the delicious meal. He has a unique way of keeping the dance floor active, even during the mushy love songs.

The party ends at 11:30pm. Please be responsible with transportation. Car pooling is encouraged.

What to wear? Come to the party 'Red Carpet Ready' (elegant attire) or come as a character from your favorite movie (don't get confused with TV...it must be a movie)...did you always want to channel Rocky Balboa, Superman, or Tootsie...but keep it somewhat PG rated...NO FULL MONTYS!

PLACES TO GO - THINGS TO SEE

On September 25, approximately 300 people attended Red Gold's annual Colts Blue Friday event at the Elwood Municipal Building. Visitors were able to meet Colts Cheerleaders, visit the Colts in Motion Traveling Museum, purchase merchandise and win prizes.

Several vendors were on site providing food and information. Circle Pizza offered pizza by the slice and Subway sold sandwiches.

A book drive was held for BOOKS FOR YOUTH, an organization which benefits Indiana's foster youth. With the Colts help, almost 380,000 books have been collected from Blue Friday Events all over Indiana.



FAMILIES IN HAIRNETS

This fall, we had over 772 guests (including the employees) visit the RG Geneva, Elwood and Orestes facilities, to tour the plants and see first-hand why their family members are so loyal to the company...especially during Fresh Pack (tomato harvest season). The event was hosted by the E3 Ambassador Team. The team invested a lot of time and effort into this unique opportunity, which allowed family members to get an inside look at how the tomatoes go from the field to the can. Families were greeted, educated about the GMPs (Good Manufacturing Practices), entertained by an informative Red Gold video, escorted through the manufacturing facility, presented with gifts and then photographed with the Red Gold SSR. Some families even got their picture taken with Stewie! While every guest walked away from the event with several Red Gold goodies, 19 lucky visitors won door prizes.



The Red Gold Family Tours were extremely successful and the feedback we received was positive. Everyone had a great time! Keep an eye out this spring for the Family Tours taking place at the Red Gold Distribution Center.

What can you do to keep from getting sick and spreading the flu?

- Practice good hand hygiene. Wash your hands often with soap and water, especially after coughing or sneezing. Alcohol-based hand cleaners are also effective.
- Practice respiratory etiquette. The main way that the flu spreads is from person to person in the droplets produced by coughs and sneezes, so it is important to cover your mouth and nose with a tissue when you cough or sneeze. If you don't have a tissue, cough or sneeze into your elbow or shoulder, not into your hands.
- Do not share personal items like drinks, food or utensils.
- Stay home! Stay home for at least 24 hours after you no longer have a fever or do not feel feverish without using fever-reducing drugs. Do not go anywhere except the doctor's office and avoid contact with others.
- Clean and disinfect surfaces and items that are more likely to have frequent hand contact with cleaning agents that are usually used in these areas.

For more information visit: www.flu.gov

Contact CDC 24 Hours/Every Day

- 1 (800) CDC-INFO (232-4636)
- TTY: (888) 232-6348
- cdcinfo@cdc.gov



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When a louse is on the loose

Quick! Give me two words that unnerve you more than: Great Depression
Terrify you more than: H1N1
PandemicParalyze you more than: Hurricane Ike, Josie or Kyle
Nah! Bring on all those lightweights!

It's HEAD LICE, the mantra of the month in the here and now. Do your part to dispel myths and stigmas regarding lice infestation. The condition is **not** a sign of poor hygiene and head lice do **not** transmit disease. Head lice is **not** a serious medical condition and the over treatment with shampoos can be toxic and cause real health problems. Never treat "just in case".

Signs and Symptoms

- The most common symptom is head scratching caused by sensitivity to the louse's saliva, although red bite-marks may also be noticed.
- Because of the small size of head lice and their resemblance to dandruff, it is not uncommon for patients to receive a delayed diagnosis or misdiagnosis. Diagnosis is usually made on the basis of symptoms and confirmed through the identification of a live louse on the head.

Prevalence

- Each year approximately 6 to 12 million children between 3 and 12 years of age are infested with head lice.
- About one in every 100 U.S elementary school children will be infested with head lice

How are Lice spread?

- While lice are not considered an infectious disease, transmission from one individual to another can occur during direct contact or through the sharing of personal items such as hats, helmets, brushes or combs.
- Lice are "equal opportunity" parasites. They infest all socioeconomic groups, races, genders and ages, but are more commonly found in children due to their close contact with each other.

Treatments

- Traditional treatments for head lice include nit picking with a fine-tooth comb, over-the-counter and prescription products. Nit picking takes time and patience, while many products contain a pesticide that can be toxic when used inappropriately. These products are safe and effective but like all medical treatments, they must be used as directed and with caution by parents. Also, studies have shown that head lice are learning to outsmart many of the pesticides used and are developing resistance to these products, in much the same way that some bacteria have developed resistance to antibiotics.
- The U. S. Food and Drug Administration (FDA) recently approved the first and only prescription medication that kills head lice by asphyxiation without the potential toxic side effects. Lice breathe through sophisticated spiracles that close upon contact with most liquids, allowing the louse to go into suspended animation and survive for hours without respiration. The product's unique mechanism of action, as suggested by in vitro studies, prevents lice from closing their spiracles, thus allowing asphyxiation to occur.

For more information on treatments and home care of lice infestations go to cdc.gov or HeadLice.Org

Personal Milestones

Italicized Name Denotes Red Gold Employee

RG Elwood, Births:
James and Amanda Carroll, Brayleigh Ann, July 31, 2009
Carina and Jeff Sizelove, Caleb Michael, Oct. 28, 2009

Marriages:
Wade and Shawn (Howard) Whitehead, Oct. 31, 2009

RGT, Birth:
Sarah and Steve Martin, Caroline Madisyn, May 5, 2009

RG Corporate, Births:
Curt and Emily Edmondson, Noralee Margaret, Sept. 15, 2009

Anniversaries:
Christine and Jay Couch, 30 Years, Dec. 22, 2009

RG Orestes, Anniversaries:
John and Susan Shrewsbury, 25 years, Nov. 24, 2009

RG Distribution Center, Births:
Jayanna and Dustin Haynes, Logan Eugene, Aug. 17, 2009

RECIPES

RED GOLD TURKEY MELTS

MAKES 8 SERVINGS

PREPARATION TIME: 15 MINUTES

COOKING TIME: 10 MINUTES

- 2 cups cubed cooked turkey
- 1/3 cup finely chopped celery
- 3 green onions, minced
- 1 (14.5 ounce) can **RED GOLD® PETITE DICED with GARLIC & OLIVE OIL**, drained
- 1/2 cup light mayonnaise
- 4 whole wheat English muffins, split and toasted
- 1 cup (4 ounces) shredded cheddar cheese

- Combine turkey, celery, green onions and **RED GOLD® PETITE DICED TOMATOES with GARLIC & OLIVE OIL**. Stir in mayonnaise to bind the mixture together. Cover with plastic wrap and refrigerate until ready to use.
- Preheat broiler. Arrange English muffins on baking sheet. Top with turkey mixture and cheese. Broil a few inches from source of heat for 3 to 4 minutes or until hot and bubbling.
- Meal Suggestion: Serve the melts with coleslaw and a drink.

NUTRITIONAL FACTS PER SERVING

Calories 210, Fat 9g, Trans Fat 0g, Cholesterol 35mg, Sodium 840mg, Carbohydrate 21g, Fiber 3g, Protein 14g, Vitamin A 10%, Vitamin C 8%, Calcium 20%, Iron 10%



Editing Team: Lisa McMinn, Linda Wallace, Renee Dunham, Bethany Johnson, Emily Jones, Alicia Norris, Amy Terry, Susan Geiselman and Selita Reichart

Contributors: Brian Reichart, Theresa Warren, Greg Metzger, Carmen Blackford, Hue Andrews, Tony Morris, Dave Steighner, Luke Logan, Chuck Williamson, Rick Jones, Tracy Hight and Stewie

Service Acknowledgments

Recognized once a year
in the third quarter
newsletter (August).