

Lookback

Townsend Leather

Superlative Magazine



2020

Gathered from your photos, words, and actions of 2020, this is a Townsend Partner lookback to give you a remember-wander of this year in the past.

TOGETHER WE CAN MARVEL AT HOW FAR WE'VE COME,
HOW MUCH HAS CHANGED, AND HOW MUCH WE'VE GROWN
- IN JUST A YEAR.



Message from the president

I was selecting a new shipment of German crust hides, getting mad at some of the mechanical defects. A beautiful, perfect, natural A grade hide with a wet blue wrinkle right across the middle. I stopped, took a deep breath, and reminded myself something I held on to all year, and often shared with others. This hide, this order, this problem too, shall pass. This isn't what you will remember about 2020, next year or 10 years from now.

In a year in which, customers we worked with for many years closed, or friends on our customers team were let go, competitors and friends in the leather Industry closed for good as well due to the pandemic and economic fallout, it's hard not to take seriously the magnitude and cumulative effects of a number of things that can go wrong and did in a year. Our collective fear and uncertainty in both health and economy, on top of political and social discord 2020, I think was one of the most emotionally difficult years to come through.

What I will remember is how dedicated ("we're essential, right?") our partners were, no one, absolutely no one on our team wanted us to close even though I felt it was the right thing to do as NY issued a statewide mandate - we had never in 50 years been shut-down like that for almost a month.

I'll remember upon opening, the kinds of sacrifice, partners doing any and all jobs, things they hadn't done in years, or ever in our super team of partners who made masks, gowns, sanitizer, and cleaned and sanitized all our workspaces. Partners who normally took pride in making amazing leather were now cleaning bathrooms with the same pride. To hear the collective voice of our people say, we feel safer from the pandemic at Townsend than anywhere else isn't something I thought in 2019 should be our most important goal in 2020! As I addressed our Family and Board at the end of the year, I never thought telling them our biggest success of the year would be keeping everyone healthy, safe, and their spirits and morale up, but there I was.

It touched me when partners donated sick time to others who didn't have it not knowing at all how much they might need later in the year, only that someone else needed it right now. We had many projects and leather-work related things to come together on this year, and we did - but what I will remember more than anything is how everyone came together for Archie Briggs and Kevin Tomlinson, two of our partners both facing serious physical setbacks that took them out of the company and changed their lives for the unforeseeable future. The heart and grit of



our team has always been so evident and appreciated by me, but I never felt the stakes were higher and the rules so unknown than as I did this year. I was watching a documentary on Tom Petty one night and teared up as they played "I Wont Back Down" just thinking man, that is so us!

I also saw this year through the eyes of employees in their first year with us, "you will always remember your first year and have that story to tell," first time parents and grandparents, and new business and projects coming our way due to others in our industry closing - some beginnings of great things making their year and our future better! We invested heavily this year in our future, with a new vacuum dryer just installed, 2 new large color drums added the beginning of the year, a new finish dispensing unit, a new drying room, a whole hide set out machine to be installed next, more drums and equipment in storage, and the relocation of our Finish Stock to a larger, climate controlled space at The Stitch as we continued to add colors to our stock this year in our expanded Manchester line!

Not only did our team survive a tough year, despite the odds at times, we thrived. We believed in each other and our future and though we weren't experienced with the hand dealt us this year, the history of this century so far has seen each decade begin tough, only to give rise to a growth in our business and team over that decade! The challenges and changes made us stronger, giving credence to the quote a few of us shared over the year, "each setback is the setup to our comeback" and to another one we shared with customers and partners, "Stronger Together." To all our partners, customers, suppliers, and our employees - thank you! Thank you for your support, trust, confidence, fight, for us and each other - we truly are stronger together and very much look forward to all our comebacks together over 2021 and this decade!

- Jared Eckler

Lookback

Townsend Leather

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Listening, supporting, and loving is what matters most right now, we are proud to celebrate.

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Masks and face coverings seem to be here to stay for a while, so why not make a fun game out of it, right?



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Townsend Partners continue to come together to be stronger for one another, especially in a time of need.

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NYS Lt. Governor, Hochul Visits

She was given a top-to-bottom tour of The Stitch.

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Thankful For A While Now

This week gave us even more reason to feel all the love, joy, and thanks that is bubbling inside of the collective us.

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The Technology Is Now Ours

Other companies may have a similar machine, but no one has this type of customized machine that we have now.

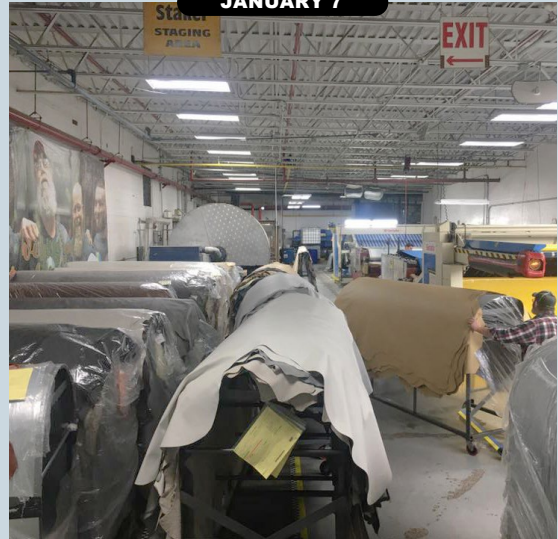
JANUARY 5



Jackie Fox

Jackie's 5th anniversary of rejoining Townsend part time after retiring. This year, we thanked Jackie for 30 years of strength, care, hard work, and for setting an example for all of great partnership.

JANUARY 7



Staker Exploded

Teamwork makes the dream work! Over 500 hides were staked! The old staker was fired up and friends came to help out! Nice work!

PAJAMA DAY

JANUARY 10

Partners wore their cutest, comfiest, and/or craziest PJs.



Margaux Pierce & Christa Fonda sportin' their silk robes in the dorm room at The Stitch.



Partners came together at The Stitch for nap time.
BACK: Vanessa, Sarah, Danielle, Alison, Dayhana, Sherry, Tricia, Mary, Megan, Rachel, Margaux, Cindy, Mandie.
FRONT: Danielle, Kelly, Linette, Madison, Marissa, Larissa, Christa.



Marissa Strait, Madison Pitcavage and Gabby Strait working comfortably and having fun in their PJs.



Regina Manginelli, Anthony Smida, and Oakley Cole brought the jammies into the QC Lab on Pajama Day.



What's black and white and red all over? PJ matching with Debbie Brunco and Sarah Eckler.

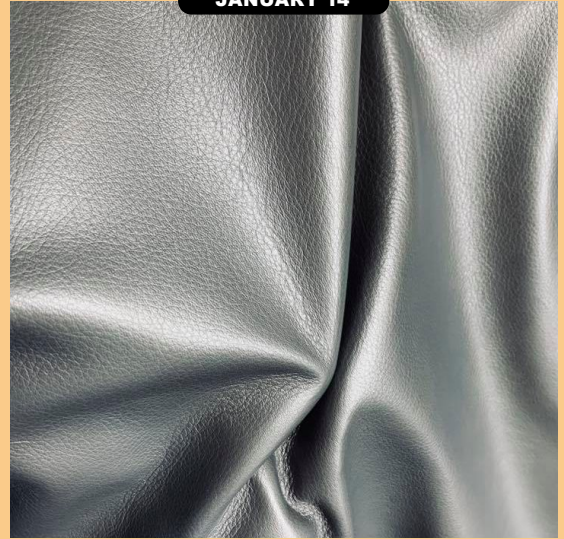
JANUARY 10



New Pattern Is Born

The Mikes, Mike Spinks and Mike Nuzzo, and Chris Oare developed this pattern for Cessna here, for a hot order of Radiance Bat Cave for 1,500' SF. This pattern is called Criss Cross Corduroy and we corrected the product name to Brushed Metallic.

JANUARY 14



Beautiful & Natural

Brushed Metallic Wrought Iron shipped on this day and was a beautiful, natural pebble. This had such a nice finish and effect feel and look! Really nice work on this one team!

TAJ CASTLEROCK

JANUARY 16

Following a touch up filled laborians L3 Antique and while discussing a big Voyager order Chris Oare developed as a one pass on the line, Chris Weil suggested we try 10,000' Taj Castlerock as a one pass with new stucco. The team made it happen in the morning saving them the time to do the order twice in 1 week. They finished over 100,000' and a Cessna 10,000' color each day!



About This Leather

Taj Pearlized Cowhide is our best grade of premium cowhide with a lustrous pearlescent or sparkling metallic finish that highlights the smooth, natural grain of this selected hide.



Larry Skonieczny, Kurt Mowrey, and Chris Weil carefully inspecting the Taj Castlerock at the end of the sprayline.



Kevin Kowalski keeping an eye on the Taj Castlerock hides coming through the sprayline.

JANUARY 17



DOUBLE FUDGE

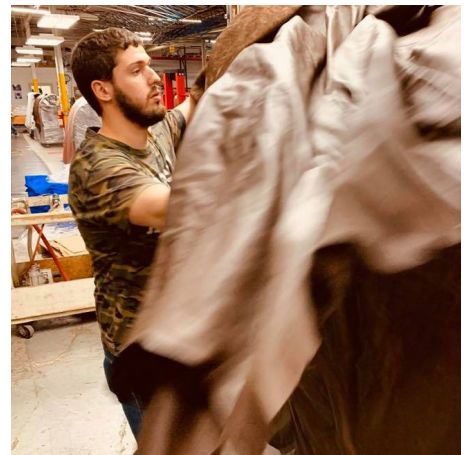
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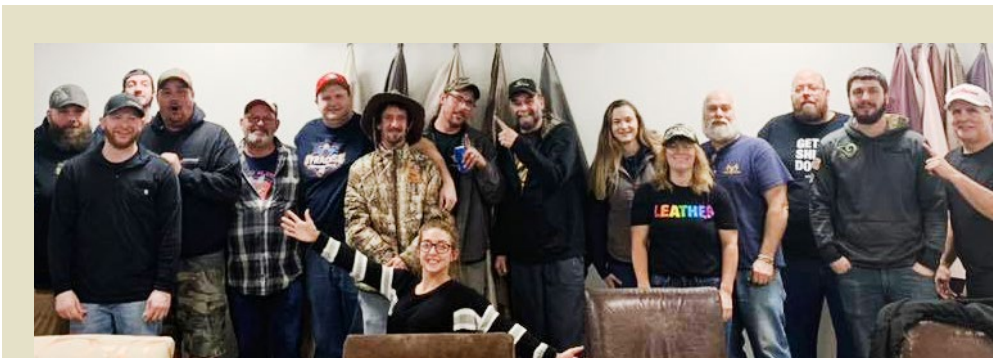
Jared Eckler and Danielle Steding love this product because it is so chocolatey, soft, and sexy! It is the “touch” of the year so far.

The Coloring and Finishing teams had a few big weeks with this one and then the Dry Floor had to step up to output it on their end. Thomas Horan and Shawn Sims really stepped up on this.

This was a great opportunity to see such a beautiful work of art by each and every partner that put hands on this load. What an incredible job everyone did on this.



JANUARY 20



Get Shit Done

The amazing Dry Floor and Pig Departments capped 560,000 SF this week.

Edward L. Wilkinson Industry of the Year Award given to Townsend Leather

JANUARY 21



Shown left to right: Congresswoman Elise Stefanik; Chamber Board Chairman Denis Wilson; Tim Beckett, Townsend's Senior Vice President; Chamber President Mark Kilmer; and Jeffery Martin, Townsend's Senior Vice President of Production.

Townsend Leather loves our Glove Cities community and was honored and proud to be awarded the “Edward L. Wilkinson Industry of the Year” earlier this month by the Fulton Montgomery Regional Chamber of Commerce during their annual, “Cheers to Business! — A Celebration of Business, Collaboration, and Progress.”

We had proud partners in attendance, Tim Beckett and Jeff Martin, to receive the award, which is given to a local business that displays the ideals, optimism, and hope for the future of our region that were held by economic development leader Edward L. Wilkinson.

JANUARY 21

Toggle Count

Did you know that 50-60 toggles need to be used for just one of our full cowhides? It is nice to watch our Toggle Teams work in unison putting the hides on and taking them off. Check it out sometime!

JANUARY 23

Sharing Knowledge

Neal Lang enjoyed spending time with 3 groups of kids at Johnstown elementary schools STEM event. This event is focused on science technology engineering and math. The 6-7 year old boys and girls were so much fun and had endless and sometimes hilarious questions about leather and coloring.

NEW COLOR DRUMS

JANUARY 23

It's Christmas in January! The Maintenance Team was out in the cold disassembling drums from their stanchions, just to get them through the door.

The Color Department was very excited to learn they received their new drums. The team will now be able to do up to 1,000 skins in a single drum, which is a big advantage for Townsend, as this would normally take 2 or 3 drums in one run.



The Coloring Department celebrating the arrival of the 2 new color drums Townsend received.



Luke Davis and Maintenance Team working carefully to get the drums inside.



HAT DAY

JANUARY 24

The hat game is strong with partners sporting traditional, inventive and silly hats to have fun while getting shit done.



When Hat Day takes a turn for the worst for Belinda Steding!



The Cutting and Finish Stock Teams
Jacob Morgan, Hollie King, Kevin Tomlinson, Janessa Smith, Kayla Romano, Kayla Hayes, Rebecca Danelorich and BJ Smith



Sina Pakos and Eli Franklin having fun.



Tyler Saltsman adding bunny ears to Chris Smullen and Joe Blackwood.



Phil Dermott participating in Hat Day at home.

HAT DAY

JANUARY 24

Partners continue to be strong in the hat game in Shipping, Building 1, and at The Stitch.



Shipping Team

Brandon Graziano, Laura Oare, Donna Oathout, Mike Nuzzo, Ken Warner, Chris Clizbe, Dan Pitcher



Jared Eckler with Mike Spinks who is sporting a hat with the Apache Blanket embossed leather.



Viking Gary Benton



Hats and smiles with Sherry Cocker and Eric Martin.



Sporting Hats at The Stitch

BACK: Megan Kucel, Margaux Pierce, Rachel Hidde, Vanessa Ninneman, Danielle Steding, Madison Pitcavage, Kelly Geiger, Meghan Bartlett, Tricia Martin.
FRONT: Christa Fonda, Alison Martin, Danielle Smith

JANUARY 31

FRIDAY BEFORE SUPER BOWL WEEKEND



About This Leather

Townsend offers an embossing pattern titled, Football. It is a 53"x25" plate and can be offered in panels, sides and full hides.

We really turned it on in the 2nd half of January.

Here it was Super Bowl weekend and we captured some shots of footballin' partners.

Partners participated in Super Bowl squares to help raise money for the Hides of Hope fund. Eli Franklin headed the event and was able to fill 3 pools. In the end, partners were able to raise \$350.



Jared Eckler and Ken Warner daring greatly and lovin' it.



Hollie King and BJ Smith sporting San Francisco 49ers wear.



49ers twinning, Dave Kucel and Clara Birch.



Cessna team excited for the Super Bowl and supporting their Chiefs.

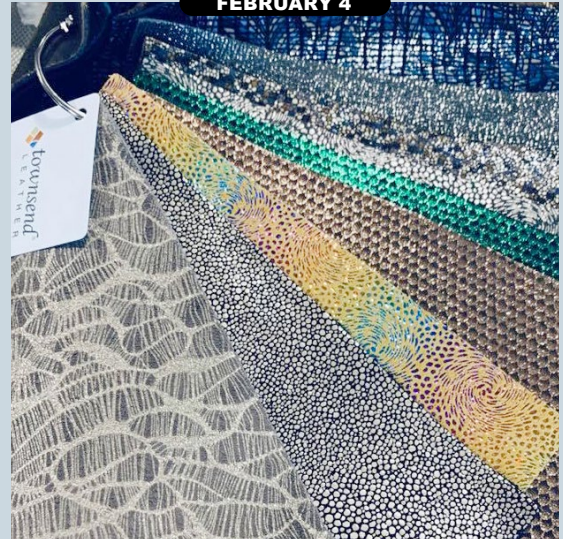
FEBRUARY 3



Thom Dona

Happy 23rd Anniversary Thom! A fixture as a Joe Cool, fun loving, and hard working team lead for Tipping and Embossing. Tipping would not have become as organized, efficient, and accurate without him - we didn't have the ability to scale, get shit done, improve quality, and have fun before him.

FEBRUARY 4



Shimmering Suede

A new "touch" for Townsend are these Shimmering Suede samples! These consist of genuine split suedes that have received several foil applications to create their one-of-a-kind look. They are so visually stunning, and you can't help but touch them!

BOMBARDIER VISIT

FEBRUARY 6



Christa Fonda, Kevin Kucel, and Sarah Eckler visited the Bombardier design teams at both the Challenger and Global platform buildings. They added new samples to the drawers and hanging displays at the Challenger building and did product presentations at both locations.

Bombardier loves our leather and were excited by a lot of newer products, colors, and patterns.



Christa Fonda and Kevin Kucel lying out samples in the design room.



Sarah Eckler and Christa Fonda capturing a shot of the amazing display they setup for the Bombardier design room.



We shared our capability of quilting through a variety of samples as they are popular for inserts in aviation seating.



When a buyer comes to pick up their completed plane, they pop a bottle and then circle the mark of the cork and write a message where it lands on the ceiling as a way to celebrate the completion and delivery of the aircraft. Pretty fun and cool visual way to mark the occasion.



CODY O'MEARA

SUPERLATIVE WINNER

Stepping Up to challenges and change is something our partners do every day! The annual Stepped Up award celebrates a partner who really had a year-long change and challenge and their ability to rise to the occasion impacted many around them in our work and interactions, leaving an indelible mark.

With a change in staff, Cody went from part-time support IT to full-time by himself overnight.

Without any coaching from an IT expert or lead, Cody threw himself into the role, learning and executing at the same time. Every normal tech challenge that could be thrown at him and us for sure occurred, and Cody could be counted on nights, weekends, or anytime during the day to save the day with a smile!

In a year where someone with experience and support would have been challenged in moving Customer Service, Sales, Accounting and Sorting to The Stitch, Cody rose to the challenge! Not only did he successfully get us there without major disruptions to the business and our work, but he gave the kind of patience, service, and support to our team that made them feel valued, cared for, and important. Over and over again, partners praised Cody for his attention, care, follow-up and empathy while he took care of issues.

Congratulations Cody in your work and efforts being voted for as our Biggest Stepped Up story of 2019!



About This Superlative Award

The Stepped Up Award is awarded to a Partner(s) who wears multiple hats and is ready and willing whenever the call comes. Going beyond the call of duty by stepping up to any challenge thrown their way. Seeking any opportunity to grow in knowledge and skill.

FEBRUARY 7



TOUR OF

COLORING

Jared Eckler took a tour of Coloring with Neal Lang and he was beaming with giddy excitement over all Neal had to show and discuss with him. There's a lot more going on in Coloring than knocking down some walls and adding drums.

The Coloring team has worked hard since their Preview Event. Implementing organization, improving processes, procedures, and quality, and reducing cost and waste.

There is a rich story of a team thinking forward here, they were already doing a bunch right and great, they are increasing their potential and growing together - and that's really great!



Getting Shit Done

FEBRUARY 7

It was a busy week in Finish stock, Kayla Romano and Kayla Hayes loved it! There was close to 15,000' in orders currently to pull from Finish stock, and it was really nice to see the biz shifting and our investment paying off more and more. The Pinnacle Great Salt Lake was one of the nicest ones to be seen, and it was pretty sweet to see 1,300' SF go out the door the same day it was measured to put to stock!

We love what we do, who we do it for, and who we do it with – and we love having the opportunity to share all that love.



A touch of heart.



At our heart, Townsend is about craft, we are about craftspeople, we are about relationship and community, we are about integrity and quality.



With February being the month of love, we are honored to share with you, a touch of our heart. Everything we do at Townsend requires a team, a team of hands. The feel of the weight as a hide is masterfully thrown out onto a table, the sense of your fingers sliding across the surface connecting with the grain, the touch of elegance it brings to a design, the connection you feel to the hands that crafted it and the hands that loved it.

While nothing is the same as holding a hide of leather in your hand or being physically present to the wizardry of creating those hides, we hope this brief video brings you a little closer to feeling our passion and what it is like to be part of Townsend Leather, we hope you feel a little touch of heart from us to you, in the things we are so passionate and heart-filled about: <https://www.youtube.com/channel/UCSf18bi-XfRyDU7cJjiR1aw/featured?>

FEBRUARY 11



C Grades

Progress train came through! We had a lot of work to do each month to reduce the inventory and those C grades! We had over 30 empty bays in Sorting and on this day we just got under 1 million square feet of C grades! Kevin Lindsley and Scott Davis really took the mission seriously to get them ready for production for retanning, stucco and finishing, and embossing.

FEBRUARY 12



What We Do Video

On this day we sent out an eblast (to 12,000 customer emails) featuring our "What We Do" company video, produced by the camera crew in 2019. We had been posting others on social media as well but wanted to share how we are promoting and talking about spreading the love this month. View the video at: <https://youtu.be/zdaDSDaaYmM>

FEBRUARY 13



Barb Gifford

For the second year in a row, a group ambushed Barb Gifford to celebrate her TOWNSEND anniversary in joyous fashion. Wearing the Nicosia sisters T-shirt featuring Barb and Sharon, the group surprises Barb with claps and well wishes on her anniversary date. Now that she knows it is a tradition we intend on keeping, we are worried she will plan a day off next year on her anniversary, but don't worry, we will work around that and surprise her again when she least expects it.

FEBRUARY 13



Sharing Experience

Gabby Strait (far right) spoke to PTECH students about Professional Dress and Presence. She also shared her experiences from her first Townsend interview to some of the things she has actively been involved in. She told them it is your engagement, willingness to learn and grow, and by being a dynamic team member that will truly dictate your success in a Workplace.

PARTNER FUN TWINNING



Chris Kenney, Taslim Yousaf, and Kurt Mowrey tripling in Townsend's 50th anniversary shirts.



Christa Fonda, Jared Eckler, and Margaux Pierce showing their love for Louise Kucel in their "Sarge's Army" shirts.



Lori Seeley and Mike Spinks having fun in style with their Townsend apparel.



Dayhana Vasquez, Cindy Moyer, and Mandie Kolakowski not only work well together, but triplet together too.



Chris Smullens and Scott Brothers twinning togglers.

VALENTINE'S DAY BREAKFAST

FEBRUARY 14



We held a breakfast fundraiser on Valentine's Day for the Code Blue Shelter. Breakfast included pancakes & toppings, sausage, juice and coffee. Also, like Townsend does so well...lots of raffles.

To spend Valentine's Day with our caring partners AND breakfast, how could the day get any better?

Many wore pink and red, we all engaged in fun conversations, laughed and just took some time to engage with those that we don't get to see every day.

Thank you to the team that put this wonderful event on.

Also, this was a special time because none of us was aware that it would be the last company get together, with the COVID-19 pandemic just around the corner.



Jesse Malatino, Lori Seeley, Eric Martin, Mike Husted, Sr., and Danielle Steding making their plates and having fun conversation.



Christa Fonda, Margaux Pierce, Jonathon Heroth, and Kelly Geiger enjoying breakfast.



Ed Bauman, Sr., Scott Brothers, Thomas Horan, Mark Lewis, Kayla Savage and Clara Birch waiting patiently in line for a yummy pancake breakfast.



Chris Weil is showing Barb Gifford some love with a big hug.



Brett VanNostrand, Kylie Manoogian and Eric Martin with their red and pink.



Janessa Smith, Kevin Tomlinson, Kayla Hayes and Sina Pakos enjoying breakfast together.



Carrie Gifford and Tim Beckett in their Valentine's Day colors.



Jill Santiago and Rachel Hidde showing what they mean to each other.



Eli Franklin and Tricia Martin together for breakfast.



The Red Team
Tom Larowe, Jared Eckler,
Thom Dona and Mike Spinks.



Valentine's Day Pals
Regina Manginelli and May Issa.

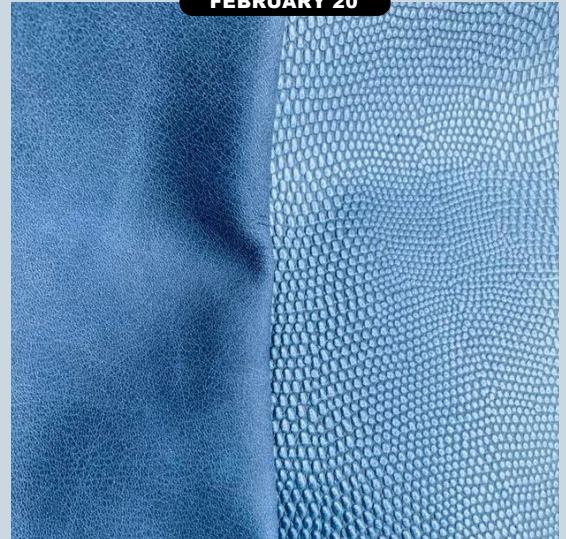
FEBRUARY 19



Palm Damask

This was the first roll we had made for the calendar press. We had a source to build a new roll and do it 72" wide. It was a probably a \$10,000.00 investment. Our first big order out of Dubai was for headboards at the Medinat Jumerah. Terry Kucel saw it applied to the headboards and stayed one time in a guest room. As Terry said in the words of Chris Farley, "It was awesome."

FEBRUARY 20



Shimmering Suede

We fell in love with this pairing of a Mesa Deep Blue with a Pearlized Armadillo. The Armadillo is part of the Saudi Arabia project coming through that is just out of this world beautiful in blues and the Mesa is actually a stock order of Manchester Deep Blue that was captured after wax, fini, and mill.

FEBRUARY 21



Ed Bauman, Sr.

Happy 15th Anniversary to Edward Bauman Sr.! A great partner to all, always fun, hard working, and caring for his work and others! His work and focus has helped us have our biggest staking weeks ever in the past year! Thanks for all you do and are Ed!

FEBRUARY 21



Classic Ruby

Serving as proof that not every beautiful leather made this month is blue. This order of Classic Ruby looks great, the 2nd big order for Senate of Canada that Ron Cathey got us and our team, including Jackie Fox and May Issa making it beautiful and well ahead of schedule!



Getting Shit Done

FEBRUARY 25

Whoa horsy! Can anyone say end of month push? Ship that S&\$t!
Shipping team was working hard right up to the end of the month.
In the end, everyone did a great job together and every effort given was really making a difference!

HAWAIIAN DAY

FEBRUARY 28



Way to bring in the colors and island feeling on such a cold blustery Friday!



Scott Brothers, Chris Weil, and CJ Wilson grouping in Hawaiian style.



Marissa Strait, Larissa Groesbeck and Rachel Hidde in Hawaiian flowers.



Terry and Barb Kucel say "Aloha from Naples!"



Thom Dona, Ken Warner and Carrie Gifford tripling.



Meghan Bartlett, Pam Goldswor, and Gabby Strait as Hawaiian gals.



Lori Seeley with hearts and a Hawaiian lei.



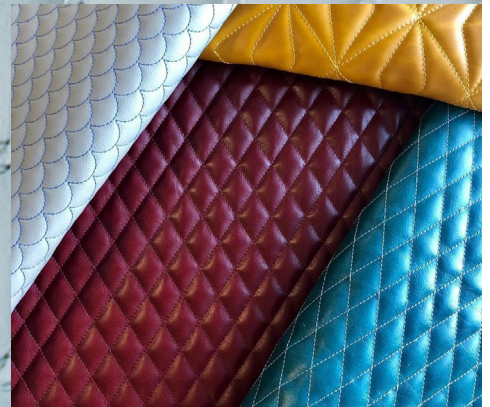
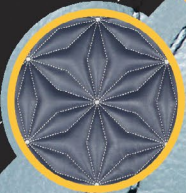
Jared Eckler and Ed Bauman, Sr. sporting the Hawaiian apparel.

Stitch your dreams into design



AS9100
CERTIFIED

WE ARE THE
MANUFACTURER



Introducing *Quilting* By Townsend Leather

You control the design,
we control the quality.

WITH OUR ON-SITE CUSTOMIZABLE QUILTING MACHINE AND EXPERT CRAFTSPEOPLE,
WE CAN TAKE YOUR DREAM AND STITCH IT INTO A BEAUTIFUL DESIGN OF YOUR EXACT SPECIFICATION.
OUR AS9100 CERTIFICATION AND ON-SITE MANUFACTURING ENSURES THE HIGHEST OF QUALITY AND DESIGN CAPABILITIES.

FEBRUARY 28



KEN WARNER

SUPERLATIVE WINNER

With so many great stories from 2019, choosing the top Rookie of the Year from our team wasn't easy.

Ken Warner made an impression on many of us right away when he joined the company. His easy, accessible, fun, light, and humorous personality makes him easy to work with and be around, he is a connector and draws people together! You should have seen him story tell at this Superlative event! He is always entertaining even when he isn't dressing up as a pink bunny and acting as a game show host in front of the entire company, I mean really, who does that in the first year they join a company? Who ever does that?!

Ken's transition from the Dry Floor to Shipping was a move Eric Martin and Jared Eckler made fully believing in his work ethic and personality being so strong that he could help us shift the culture in Shipping.

He is always taking the time to lift up the situation, for leading with values, and most importantly - being a true Partner.

He reminds us all that getting shit done is only worth it - when you have fun too.



About This Superlative Award

Rookie of the Year is awarded to a Partner that gets it. Someone that right away works to understand what makes Townsend tick and how they can make it even better. A Partner that is open to learning and excited to bring their own ideas. Continually takes on the challenge of asking "why?" Not just an observer of Townsend's culture, but a builder of it.

MARCH 4



36TH ANNIVERSARY OF

SARGE

“This would have been Louise (Sarge) Kucel’s 36th anniversary, it gave me pause this week missing my annual tradition of handwriting a card to her praising her for all she does and means to me and our team. I miss her like so many of us do! I was overjoyed that so many joined me in wearing their Sarge shirts on this day!

I can tell you when I took this photo of all these beautiful, strong, amazing women, I was overcome with joy and happiness!

They were all sharing thoughts about what a great woman Louise was and sharing ideas of how to keep celebrating her. The “116” was full of life and love because of these women and their spirit of support, care, and partnership!

Even with all the women in this photo, they represent less than 1/3 of the incredible women successfully leading, working, and impacting each other, our customers, and the success of Townsend today!

There may be more women working at Townsend today than total number of partners working when I joined the company almost 23 years ago, I love that for us!

Louise’s example lives on today in our female partners like never before!” - Jared Eckler



Jared Eckler, Rachel Hidde, Margaux Pierce, Christa Fonda, Sarah Eckler, and Tricia Martin.



Cindy Moyer, Mary Weber, Heather Van Buren, Debbie Brunco, Jonathon Heroth, and Tim Beckett

"40 UNDER 40" AWARD WINNER

MARCH 5



Partners congratulated our very own Timothy Beckett for being one of 2020's winners of Albany Business Review's "40 Under 40".

Tim was selected as a young professional who is vital to the region helping make great strides in shaping our community's future.

Tim was recognized for his significant business contributions and success and it could not be better timing after the key role he played in making our 2019 the year it was, moving into The Stitch after tremendous amount of work and determination on his part to make this dream a reality. And not only did Tim lead the way in us expanding into and renovating this beautiful building, but all the while helped keep our business running during our busy 50th Jubilee year by working with customers, our teams here on sales, product, contract business, keeping his eye on financials

with our Accounting Team, working with Cody O'Meara, as he stepped into the IT Role, and much, much more!

Tim, congratulations for this well-deserved honor! We are proud of you and lucky to have you on Team Townsend! We can't wait to see what you do once you reach 40.

ALBANY BUSINESS REVIEW INTERVIEW WITH TIM

Tim Beckett's job with Townsend Leather has taken him to 24 countries, the Great Wall of China, a five star hotel in Dubai and the Taj Mahal.

Over the past decade, Beckett and his co-workers have worked with designers of yachts, New Balance sneakers, jets, casinos and Air Force One.

"The pride of being a manufacturer in America is something that a lot of people in the past few decades haven't been able to realize," Beckett said. "It is really rewarding to get to see, stay at, fly or even wear some of our products."

What was your first job? *"Bailing hay at Model Dairy during the summer. There is nothing like farm work to teach you about work ethic."*

What would you tell your 16-year-old self? *"You don't want to be labeled as someone with potential. It means you didn't use and push your abilities to the limit."*

What is the biggest future challenge this area should be preparing for? *"Consolidation of many of the local governments, nonprofits and school districts would spur economic activity and creativity on how we can move forward. We have far too many organizations with overlapping responsibilities and high costs that deter more people from investing back into our communities and retiring here."*

What quality do you most value in a colleague or teammate? *"Someone with a mullet. It is business in the front and party in the back. A teammate that works hard, doesn't take it too seriously and is ready to have some fun."*

What was the toughest choice you made professionally? *"In 2015, we had to close our sister company, Studio Vizto, a 50-person upholstery company, based in Orlando. The Viz was upholstering custom head of state aircrafts. Market conditions and consolidation ultimately made it unsustainable. The hardest part was letting go of all of the amazing people that we built such close relationships with."*

Are you working on any side projects? *"We just finished renovating our building, The Stitch in Johnstown, for Townsend's new offices. We are currently renovating other parts of the building for office space. There is more space to lease and we are hopeful to get a brewery or event space on the first floor."*

Who are three people, dead or alive, you'd want at your next dinner party? *"Chris Farley, Michael Jordan and Teddy Roosevelt."*

Age: 37

Industry: Manufacturing

Grew up/resides now: Gloversville / Saratoga Springs

Family: Wife, Rose; son, Lars, 8; daughter, Vera, 3

WOMEN'S HISTORY MONTH

MARCH 8



The Library of Congress, National Archives and Records Administration, National Endowment for the Humanities, National Gallery of Art, National Park Service, Smithsonian Institution and United States Holocaust Memorial Museum join in commemorating and encouraging the study, observance and celebration of the vital role of women in American history.

March 8th, being Women's Day and all about equality and that it was the day we moved the clocks ahead so even on their day women didn't get their full due, and in this month - well, the corona virus also took away from a whole month focus on women!

But, Townsend has much love and respect for all of our wonderful women. Take a look here at just how special they are and on the next page what wonderful women duos we have at Townsend too.



Vanessa Ninneman



Dayhana Vasquez



Sarah Gray, Larissa Groesbeck, and Sarah Eckler



Sasha Rose and Regina Manginelli



Barb Knowles and Holly Hamel



Meghan Bartlett and Pam Goldswor



Jill Santiago and Jess Willey



Rebecca Danelorich and Clara Birch

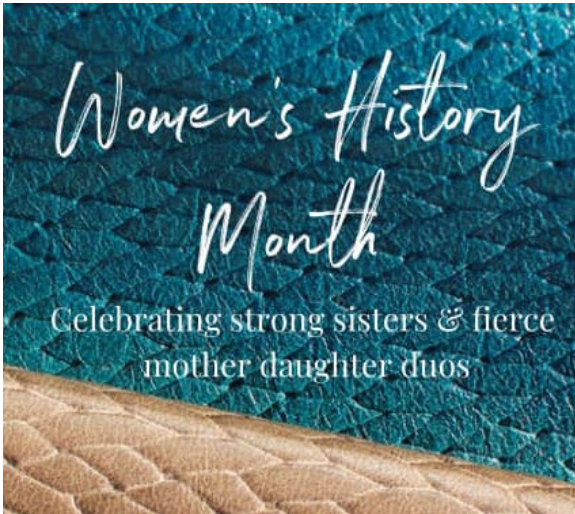


Christa Fonda



WOMEN'S HISTORY MONTH (CONT'D)

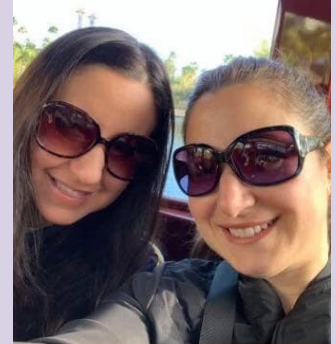
MARCH 8



Sarah Eckler & Tricia Martin

To kick off Women's History month, it's only fitting to first highlight this dynamic sister duo!

Sarah (left), Vice President of Sales and Marketing, and Tricia (right), Vice President of Customer Service are the Kucel sisters. 50 years ago, their grandfather, Red Kucel, started the business and these ladies are keeping family traditions alive encouraging us and leading us each day to product the most beautiful leather in the world!



Carrie Gifford & Barb Gifford



Carrie (daughter) and Barb (mother) have worked here together for 13+ years! Carrie was here first (one year ahead of Barb) and then they have each spent some time in Customer Service! In 2019, Barb managed our largest order, nearly 95,000 SF of Manchester Henna and Carrie led our Contract team through a major year of growth!

Belinda Steding & Danielle Steding



Danielle (daughter) was on board here first and recruited her mom to join us in our Sample department!

Danielle serves our niche customers and travels with our Sales team wherever she's sent!

Danielle says one of her favorite things about working with her mom is when her mom is the designated "runner" for the day (bringing samples to The Stitch) because she can see her 3-4 times a day!

Margit Stuart & Sina Pakos



This mother/daughter duo ROCKS IT: Margit (mom) in the QC lab and Sina Color Matching! These two know how to mix having fun, and getting their work done. Margit and Sina are two of the most compassionate and giving people here at Townsend. They are first in line to support partners in need as well as our local kids at Christmas time. Sina even involves her children as well as having them each sign up and shop for their own local child in need. Kindness, it runs in the family.

WOMEN'S HISTORY MONTH (CONT'D)

MARCH 8



Gabby Strait & Marissa Strait



You know when you're kids and you race to do something to say "I did it first!"? In the case of these sisters, Gabby (left) was here first! BUT, they both joined us within the last year and were BOTH nominated for our Rookie of the Year award!

Gabby works with our Contract team and Marissa is our Librarian keeping track of formulas from all our past orders as well as working with our outside services team. They spend their breaks and lunches together and if that's not enough, they enjoy walking together every Saturday morning with Gabby's chocolate lab, Myla.

Nina Lomanto & Maria Lomanto



Nina & Maria, what a lovely ring to it, right? Fitting because they're both lovely humans! Both Nina (daughter) and Maria work side by side in our Sample department filling sample requests as well as creating our design guides, in-stock portfolios, and binders.

When asking Maria what her favorite thing about working with her daughter is, she replied, "Besides that I get to spend more time with her, I like witnessing her great work ethic, taking pride in what she does, taking responsibility, being proactive and coming up with great ideas and her own way of doing things, I could go on..."

Rebecca Danelorich & Kelly Geiger



For 18 years Rebecca (left) has been with us doing all sorts of things; at this time she is our Lead Connector and does just that, helps connect all of our partners here amongst many other things! Kelly joined the club two years ago and does an amazing job on our Customer Service team. Both of these ladies are always overly eager to jump in and learn about the newest things goin' and they are the first to volunteer when a department needs extra help with the attitude that no task is too little. Fun fact, they also have two other sisters! They all love to get together as often as they can enjoying their time together road tripping and spending time outdoors hiking!



Supporting Partners

MARCH 16

After consultation with local public health officials concerning the development of COVID-19, school superintendents announced for the first time the cancellation of classes in all districts of the region.

Townsend began to gather information about everyone's personal situation and supported everyone the best way possible to stay strong and work to make it through the pandemic together.

ST. PATRICK'S DAY

MARCH 17



Look at all the green out there. Due to the COVID-19 virus numbers increasing, photos were taken to not make anyone uncomfortable with gathering, posing, and handing phones off to take photos, therefore photos were taken by Jared Eckler, only by request, captured by the partner themselves or as teams in selfies to post their green spirit!

This was the last theme day and photos taken without masks before the state wide mandate and closure due to the pandemic.



Clara Birch, Chris Weil, Sasha Rose, and Jared Eckler teaming in green.



Mark Lewis and Ed Bauman, Sr. at the staker sporting green.



New Balance colors on St. Patrick's Day.



Pam Goldswer and Meghan Bartlett twinning with clover headbands.



Partners posing in green at The Stitch.



Manchester Emerald City hide as a whole on the toggle board.



Jared with Hollie King pointing out the Irish.

MARCH 22

WORKING HARD TO SHIP IT OUT

Many Partners worked very hard this last weekend before the mandated state closure.

Anthony Smida volunteered to do testing in the lab on cleaning and disinfectant product testing. Dawn Finch and Margit Stuart finished up some things, as did Luke Davis and Roy Willis plowing snow and Roy taking care of hide deliveries. Cindy Moyer and Mary Weber took care of pay-roll, and our star Toggling and Staking teams that got the dry floor all squared away - Scott Brothers, Jeremy Douglass, Darrin Newkirk, James Carroll, Oakley Cole, Shawn Sims, Thomas Horan, and Ed Gray.

Ed Bauman, Jr, Ed Bauman, Sr., and Clara Birch! The rally, teamwork, and all around awesomeness of all of them, truly brought tears in our eyes in what inspired partners and inspiring partners can do together!

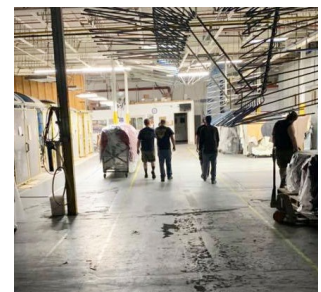
Donna Oathout came in along with Dave Kucel and Eric Martin to have trucks pick up all the work that her and her team, including Rebecca Danelorich and Eli Franklin, worked on over the weekend to close out. They were able to complete 40,000 SF before the state wide mandate closure.



Eli Franklin, Eric Martin, Gary Benton, Donna Oathout, Hannah Pitcavage, Brandon Graziano, Ken Warner, Dan Pitcher and Jill Santiago



Numerous hides were taken off horses, measured, rolled up, placed in boxes, wrapped up and were shipped out before the closure.



That's a wrap in Building 1. It's complete until further notice.



Operations Come To A Halt

MARCH 23

Following mandate guidelines, regarding stopping the spread of COVID-19, from New York State Governor, for the health and safety of our partners and all of New York State residents, Townsend Leather fully shut down on Monday, March 23 - Wednesday, April 15.

We are not defined by proximity, by the work we do, by the danger we face...we are defined by the values we display in times of strife. We aim to be defined, by being Partners, together. And we sincerely thank you for joining us in partnership during this time.



Putting Focus On Our Health & Our Community

While we kept our main production “on pause”, we stayed active in a new way.

At the end of March, News Channel 13 came to Townsend Leather to record a story regarding the community effort in Gloversville and Johnstown resulting in thousands of masks being sent to Nathan Littauer Hospital & Nursing Home. Several area businesses and hundreds of people worked together on this.

BJ Smith, Kevin Tomlinson and Eric Martin worked together on the CAD cutting machine, that normally cuts leather, but now had a new purpose, it was cutting thousands of fabric squares that were being sewn into much-needed protective face masks. Hollie King, Chuck Cannizzo and Leroy Reid sewed many of the masks for Townsend Partners.

The Gloversville Sewing Center was at the heart of the project. This is where supplies were dropped off and packaged up. Owner, Diana Marshall, says hundreds of people donated their time, fabric and sewing skills to pitch-in.

Hospital Foundation Director, Geoffrey Peck, calls the masks comfort masks. He said the idea was to pass out three masks per staff member. Once the masks were completed, they began to produce hospital gowns as well. This is where Kevin, Eric and BJ spent hours cutting out gowns all to help give back to the community in another way during the pandemic.



IN MEMORY OF PHIL DERMOTT

APRIL 3



During an unknown time with the COVID-19 pandemic, we sadly learned that a fun and loving partner, Phil Dermott, passed away.

Phil's wife, Kathi, told Jared Eckler that Phil never enjoyed a team or place of work or a group of people more than Townsend's, that he was more alive in the last two years, since he had started at Townsend, than many of the years before.

Phil made all of us happy too! He was always up for a theme day and many partners looked forward to it wondering what Phil was going to do for hat day - cuz he never disappointed. He was a really great, hard working and heart filled partner! Townsend is thankful for the time together. Rest in peace Phil!



Dawn Finch and Phil on Valentine's Day.



Darrin Newkirk, Phil and Clara Birch.



Phil in a fun and crazy Halloween costume



Phil and Ed Bauman, Sr. on St. Patrick's Day



Phil and Jared twinning in 50th Anniversary shirts.

OCTOBER 15

TREE MEMORIAL FOR PHIL

It was an amazingly, beautiful afternoon for the tree planting ceremony held in memory of Phil at the Townsend pond. It was great to see so many partners coming together to take a moment to honor him and to show support for Kathi (Phil's wife) and for each other.

Kathi shared some wonderful words she wrote and stories of how much he loved Townsend and working with all of us.

Partners shared their memories, some will never be forgotten. Phil's smile, personality, costumes, variety of hats, fun stories and love for Townsend will always be remembered and cherished.

If you would like to hear the words that Phil's wife shared with partners on this day, please feel free to visit: <https://vimeo.com/468667914>.



Tricia Martin, Kathi, and Jared



Sasha Rose and Kathi



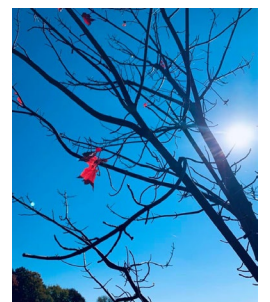
Ed Bauman, Jr.



Dave Fisher with Kathi



Ed Sr, Kathi & Scott Brothers



Phil's tree with a beautiful sky.

APRIL 5



Tim Simek

Happy 21st anniversary Tim Simek! Tim's longevity, skills, and hard work are so appreciated and such a big part of our growth and success over his 21 years! Thank you for all you do Tim! Tim loves a good challenge, in a color, project, or hot request!

APRIL 13



Jesse Malatino

Happy 15th anniversary! He's a great example of another partner who just wants to have fun while getting shit done! Jesse knows joining the company in 2005, that we have been through hard times before - he's lived worry, uncertainty, and doubt before and came out of it more loving, Gritty, and hard charging than before! Thank you Jess for an amazing 15 years!

APRIL 13

STRATEGIZING FOR A UNKNOWN FUTURE

Townsend Leather qualified for the PPP loan that allowed each partner to be paid for 40 hours, even though many were not able to work for all of April, and even May, due to safety measures, and reduced workloads.

Jared Eckler, Eric Martin, Pam Goldswer, Tricia Martin, Tim Beckett, and Sarah Eckler setup plans for each building and scenarios for schedules and workloads. Jared also met the team leads to review startup and safety protocols.

Numbers of partners in each building were reduced to avoid clusters and any difficulty in maintaining 6' or more for social distancing. The primary number of partners in Building 2, B3, and The Stitch was only at 25-35%, and creativity had to be implemented with projects, renovations, and work that could be done with less partners working.

Partners had to be cognizant of hot spots, not congregate in offices, and learn to be patient when doing color checks, using computers, and spacing out in common work areas.

The daily health assessment was implemented for each partner to complete, before coming into work, asking how they are feeling, keeping the symptoms of COVID-19 in mind, to help protect them and their fellow partners.

Pam Goldswer, Dave Kucel and Kayla Savage coordinated a team of 12 partners, whose sole role was to clean and disinfect as partners worked. Kayla and Megan Kucel worked closely on setting up sanitization checklists for each department and common work areas, stating what specifically needed to be disinfected, and to be done daily and in some areas multiple times a day, depending on the number of people in each location.

Partners worked together strategizing how to go about protecting each other during a time where there was not a complete guide to follow in the unknown.



Eric Martin and Jeremy Douglass showing partners an example of what social distancing is.

APRIL 15



Love & Appreciation

Dave Kucel and Pam Goldswor are two of the many partners who worked pretty regularly while we were closed on many things, but arguably most importantly - the planning, prep, research, strategizing, writing, batching disinfected wipes, stocking supplies, and building of a safety, health, and cleaning program to implement for our open!

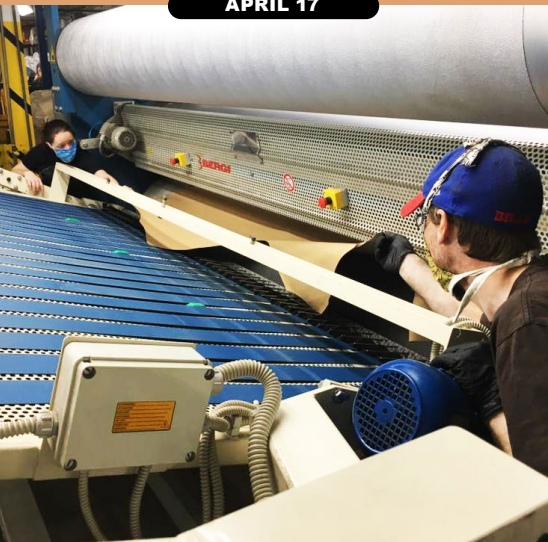
APRIL 16



Archie Briggs

Happy 28th anniversary to our Embossing Legend and Hero! Thank you Arch for kicking ass this month on the Jewel Creek project completing it with Thom Dona. Just one more heroic example of how he has shined on so many days over 28 years for Townsend!

APRIL 17



An Incredible 3 Days

The first day back from COVID-19 shutdown was weird. Coloring, Finishing and B2 were working, but it was so quiet. Dry Floor came in Thursday and things were started to feel normal. More activity but still strange without all our partners. 250,000 SF was touched in 3 days from Coloring through Shipping. Great job!

APRIL 21



A Tremendous Effort

To cut our C's inventory in half had been a tremendous effort. It had been 6 months since we had even sorted new material - that's all the pallets behind Jared Eckler on the first floor of The Stitch, something like 9,000 unsorted hides! Finally caving and sorting a shipment that was produced in Germany over a year ago!

CELEBRATING EARTH DAY

APRIL 22



50 years ago the first Earth Day was celebrated. A lot has changed since then, a lot has changed this year, and a lot had changed just the past couple of weeks before this day. Townsend Leather has always strived to make a positive environmental impact and this year is no different. Townsend didn't celebrate the way they had planned, but being flexible and dedicated to our values, was still celebrated.

Refuse, Reduce, Reuse, Re-purpose, then Recycle and HUG A TREE, literally. In these times, we are all missing the opportunity to hug or high-five each other, so why not instead – HUG A TREE!

All through our annual Earth Week we got out and hugged trees, just taking time to be present in nature. Taking a moment to celebrate and wonder at this big beautiful earth.



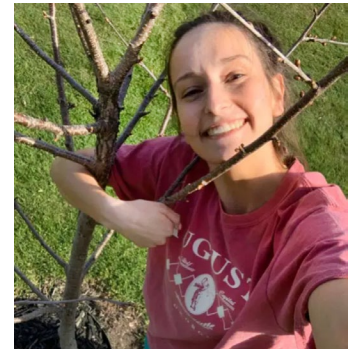
Jared Eckler enjoying a nature walk.



Tricia Martin picking up litter.

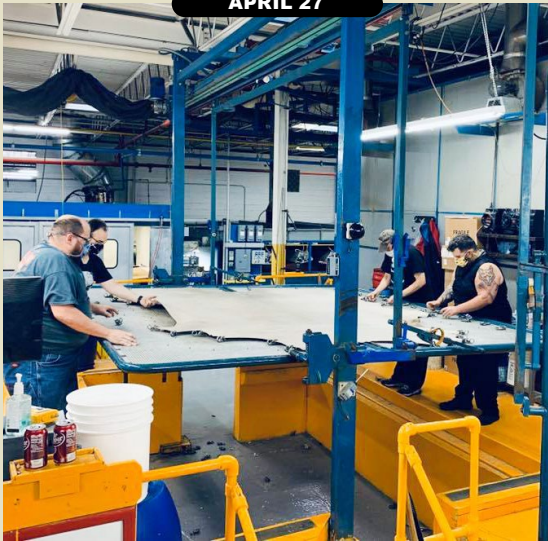


Vanessa Ninneman tidying up her yard.



Rachel Hidde hugging a tree.

APRIL 27



Classic Thin Ice

A cool order of Classic Thin Ice blasted through for a ship date the following week for Gulfstream Dallas, an order promised a 2 week turn on. Thanks to these fellas and the Coloring team, they got it in and out in no time.

APRIL 29

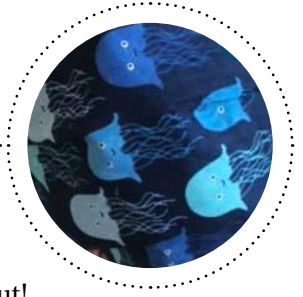


Leaping Lizard

We threw up a high virtual 5 to Thom Dona, Jess Wiltey, and Archie Briggs for this amazing Shimmering Suede Leaping Lizards Grey order. With our foil company, Rainbow in NYC closed, these partners worked hard to offer an alternative embossed and tipped Suede! Really nice teamwork and flexibility team!

A NEW WAY OF TWINNING

APRIL 28



We have always thought of “twinning” as wearing the same t-shirts, pants, hats, etc., but now with the COVID-19 pandemic, the new way to twin is with their masks. Check it out!



Jared Eckler and Scott Brothers



Alison Martin



Lauren Kucel



Jared and Kevin Tomlinson



Kayla Savage and Dave Kucel



Jared and Thom Dona

MAY 5



600+ Hides Staked

Staking had an amazing day with getting 600+ hides staked in 8 hours. It was mainly finish stake, the Rocky Ridge and the Pinnacle Polar Cap were a big part of it. Nice work to everyone who pitched in! Wow!

MAY 9



Chuck Cannizzo

Artisan, craftsman, and partner - if these 3 words were in a Townsend dictionary - Chuck's picture would be next to it. The artistry and experience, the magic that happens from his hands into the pieces he creates over 40 years for our trade shows, partners, or for the local community is just amazing! Thank you for your years of dedication!

HAPPY RETIREMENT JIM MITCHELL

MAY 12



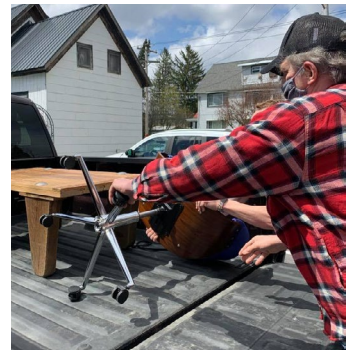
This day was a bittersweet day as we officially wished Jim Mitchell a Happy Retirement. Jim and his wife stopped into The Stitch for a mask-wearing and socially distanced visit as Jared Eckler, Tricia Martin, Timothy Beckett, and Sarah Eckler represented all of Townsend to gift Jim a beautiful table made by Roy Willis out of an old leather drum, a basket full of Townsend goodies and a purple Lambskin conference room chair Chuck had upholstered.

Saying goodbye to someone who is an institution of Townsend itself is not easy. His work ethic, reliability, and unparalleled loyalty to our company is an example we all came to know as we joined the company ourselves and stands today still as the aspiration for the kind of Partner that is the foundation for Townsend's success and the backbone to what we do. Yet, all of us collectively agree, Jim deserves a happy, fulfilling retirement where he can slow down and enjoy this new chapter of his life.

Shawn Czadzeck put together a lovely video for Jim with words many partners shared about Jim and the admiration they have for him: <https://youtu.be/cMkRyCMHoU8>. Jim promised to stay in touch and he will be invited to future Townsend events. Stay well and enjoy your retirement, Jimmy. We will miss you dearly!



Jim and his wife.



Jim loading the table and chair Townsend gifted him.

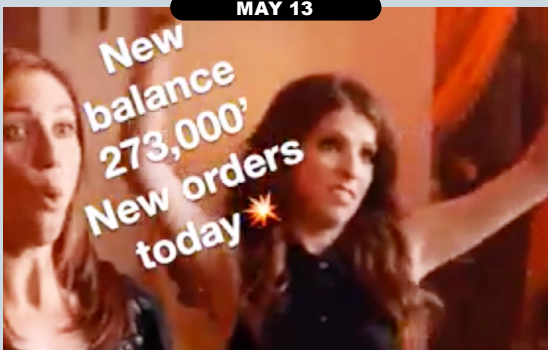


Jim in the back on the left with his Coloring team in 2020.



Jim enjoying dinner with Townsend partners.

MAY 13



BOOM!

Everything helps at this slower time due to the shutdown and was a big difference maker in the upcoming month.

MAY 14



Mask Memo

Thomas Horan got the mask memo on this day, but Chris Weil clearly was not smiling! Actually partners were smiling marveling at this beautiful color, Classic Azure! Beautiful color and work partners!



REDDISH BROWN

ANTIQUÉ



In April, Sherry Cocker put in a nice order for L3 of the Reddish Brown Antique for 10,000' SF.

Since Sherry and Kevin Kucel could not show and present the leather to customers at the EBACE trade show due to the pandemic, they took the order outside and were checking and showing the beautiful Reddish Brown Antique to the customer virtually, along with our Finish team, who kicked ass on this order along with all of production. Great job team!

Chris Weil believed it was the first time ever the color did not need to be adjusted and it came out perfect!



MAY 20

Kevin Kucel



Happy 37th anniversary to Kevin on this day! Connection and relationships seems to come so naturally from him, especially in person. He enjoys interacting and the whole experience he is missing in the cancelled EBACE show in Switzerland this week. Instead, he's been interacting with all the customers he would normally see, not selling but checking in on them, sharing stories and memories, and letting them know he misses them. Thank you Kevin for all your Grit over so many years of change, travel, relationships, trade shows, and the constant commitment and passion you put into your efforts to partner with our customers!

IT IS MORE IMPORTANT THAN EVER

THAT WE KEEP PLANES IN THE AIR, CIRCLING THE GLOBE TO HELP IN CRITICAL RELIEF EFFORTS & TO BRING MEDICAL & OTHER SUPPLIES TO PLACES IN NEED.

TOWNSEND LEATHER IS ONE OF THOUSANDS OF SMALL COMPANIES ASSOCIATED WITH THE ESSENTIAL AVIATION INDUSTRY THAT HELPS KEEP OUR WORLD CONNECTED & WORKING TOGETHER FOR THE GREATER GOOD OF PEOPLE EVERYWHERE.

AS WE ENTER A NEW ERA TOGETHER,

TOWNSEND WILL BE THERE, PROUDLY,
TO SUPPORT THIS EXTRAORDINARY INDUSTRY.



WWW.TOWNSENDLEATHER.COM



MEMORIAL DAY FUN

MAY 22



Kayla Savage, Brett VanNostrand, and Pam Goldswor

As Townsend often does, a contest was held for all partners on site or at home to show off their patriotic colors by wearing Red, White, and Blue to honor Memorial Day.

Partners were to take a selfie in their patriotic best and upload it to Workplace. Then, everyone who submitted a selfie were entered into a drawing to win a gift certificate to a local restaurant for take out.

The winners were as follows:

- Mary Weber
- Brett VanNostrand
- Christa Fonda

CONGRATULATIONS PARTNERS!



Christa Fonda posing from home.



Mary Weber's entry, her cat. We love it.



Rebecca Danelorich and Elsa Buseck

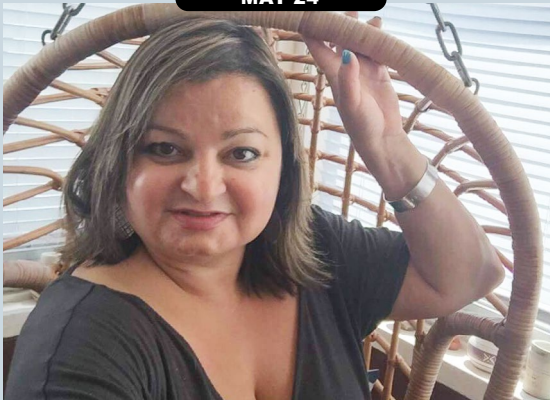


Regina Manginelli and Kayla Savage with their Memorial Day ears.



Rachel Hidde selfie from home.

MAY 24



Elsa Buseck

Happy 10th anniversary! The past decade of Townsend's growth in business and evolution of our culture is very hard to imagine without her partnership! Whether in Sampling, reception, hosting, supporting customer service, or staking the past couple of weeks, Elsa always brings her fun loving, get shit done, and Jane Cool ethos to the job - making Townsend more fun and successful while also setting a great example for others in what a great partner is to and for us!

Thank you Elsa for an amazing 10 years!

MAY 27

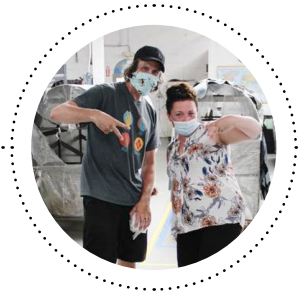


Favorites Together

Regal International Delight, two of Jared Eckler's favorites in one leather - metallic and antique. Regal Cowhide is our best grade of premium cowhide with a lustrous pearlescent finish that accents perfectly the subtle antiquing effect. This leather is offered in a sophisticated and beautiful color palette, ideal for creating an alluring and chic look.

FIRST FULL MONTH AFTER CLOSE

MAY 29



Townsend's partners did it! We completed the first full month following the close in March to April.

Jared Eckler was very proud of and appreciated everyone. Everyone had been working hard, under pressure with a high % of things late, and the amount of work getting done less than everyone was used to. Each mistake, failure, or piece of bad news landed harder than it ever had before.

A gentle, but firm message was sent out to partners to not become relaxed with any of the practices that we implemented for safety, even though local COVID-19 cases had dropped significantly. The weather was getting warmer and masks were becoming an old thing, and many in the world became comfortable, relaxed with social distancing - but partners were advised not do this.

Townsend began bringing more partners back and continued to practice safety at a new level and kept reminding each other to follow the best practices - social distancing, wearing masks correctly, continue to eat their lunch not in groups, in their vehicles, etc. And that's what they did, for the safety of themselves and others.



Carrie Gifford socially distanced and plugging away on pig.



Scott Brothers, Taslim Yousaf, and Ed Gray as triplets wearing masks.

MAY 29



Tricia Martin

Happy 20th anniversary Tricia! She worked years before going full time doing things like sorting deerskin and worked with Terry Kucel on European accounts. Tricia is admired across the company and has earned accolades and love for her caring, Jane Cool ways, and touch on our company, culture, and values! Thank you Trish for all you do!

MAY 29



Sherry Cocker

Happy 25th anniversary to Sherry! Townsend couldn't have asked for a more amazing partner in so many ways over so many days! She embodies all our values and sets an incredible example for dedication and commitment to our team! She thinks, acts, feels, and works with and for us and all the awesome customers she takes care of with ownership! Thank you for all that you have done. You are a true inspiration!



DONNA OATHOUT

SUPERLATIVE WINNER

Congratulations to our new Grit ambassador Donna! The past year has thrown many once in a never lifetime obstacles at her. From losing a dear friend and mentor in Louise Kucel, to numerous changes to her team in partners and leadership, to a pandemic shutting us down - with each challenge she has risen to the occasion stronger and more passionately! Every time you see her or talk to her, she manages to find the humor in the absurdness of it all and is smiling and laughing more than ever.

She has given up vacations, weekends (she made a 35,000' weekend happen before our close), arranged for deliveries when we were closed, and with each sacrifice or tear shed, she comes out of it looking more and more like a damn Superhero!

Donna, your resilience in the past year has shown us incredible strength and commitment to Townsend and our partners and is honestly inspiring! We know Louise would be so proud of you as are we!

We would never wish these kinds of things to happen, but a silver lining is all of us have been able to see you shine so brightly on some of our darkest days!



About This Superlative Award

The Grit Award is awarded to Partners that have the passion and determination to stay focused on the goals at hand, even when difficulties get in the way. Resilience and passion are cornerstones of these Partners.

REACHING A GOAL

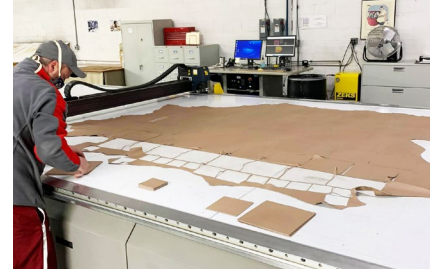
JUNE 1



For years, it has been a goal to cut hides for in-stock and other program sample sets on the Gerber in Cutting. We have been busy the last couple of years and time to do the training and time to use the machine has been an obstacle. It is so much more efficient and so much quicker to cut squares on the Gerber than on the clicker cutters in the Sample Department. It takes a lot of samples getting into our customers' hands for them to be able to show their customers and get them to specify our leather.

When the pandemic hit, Sarah Eckler thought to herself well, this goal probably will just not happen this year again. However, BJ Smith and Brett VanNostrand proved her wrong. BJ did an awesome job training Brett and Noel Burroughs proudly sent Sarah a picture of how many samples Brett was able to cut in a couple of days from some sides they had in inventory now that he is trained and in coordination with the Cutting team's schedule. This is truly awesome and will allow us to keep up with sample sets and requests.

With customers not taking in person visits, we really have to ramp up sampling of these to keep our leather in front of them. We are going to do a big push this month on our overruns and Brett is keen to keep cutting these for sample sets quickly and efficiently on the machine, speeding up the whole process so we can get these out quicker to customers, improving our chances to win orders from our competitors.



Brett VanNostrand using the Gerber cutting machine to quickly cut samples for our customers.



Samples that have been cut quickly and efficiently by the Gerber cutting machine.

JUNE 3



Stepped Up

The way Oakley Cole, Vern Young, and Thom Dona have taken care of our embossing needs has been incredible! From plate changes on CFAs and SKOs to knocking out big Roma loads like the UL Dark Ermine and Heritage Blue, to making over 300 hides through the roller press in 1 day, manning the calendar press while also taking care of hand flameproof, buffing, and tipping. These partners have given it their all! Thank you!

JUNE 5



Taj Pink Squirrel

Tim Simek, in Color Matching, created this color based off of a metal sample that was given to him. It is a beautiful color and looked amazing coming down the spray line. Great job Tim and to the team that made it through production.

IN-HOUSE CELEBRATION

JUNE 10



To celebrate the Wolverine and New Balance pig production picking up at just the right time for us! Partners were asked to wear their “Made In The USA” Townsend shirts and if they didn’t have this shirt they wore some red, white, and blue and/or their New Balance kicks! Our Partners made it a great day showing our love for our products made in the USA.



Eric Martin and Brett VanNostrand twinning in the USA.



Barb Knowles wearing her Made In The USA shirt and Eli Franklin in patriotic colors.



Donna Oathout is showing Townsend's strength by being Made In The USA.



Rebecca Danelorich and Margaux Pierce proud to work together in the USA.



Jared Eckler captured a shot of Neal Lang showing his patriotism.



Jared Eckler and Eric Martin, not only twinning with their shirts, but with their masks too!

JUNE 15

Coming Through



Manchester Emerald City and Rose coming through production. Jared Eckler captured this amazing shot of Eric Martin taking a Rose hide out of the drum, then throwing it up on a horse.

Carrie Gifford twinning with the leather with a great message for social distancing on her shirt: “Like a good neighbor... STAY OVER THERE!”





JUNE 16



Mike Husted, Sr.

Happy 25th Anniversary! He is symbolic of a lot of our most enduring ideals and values, Grit, Support, family, hard work, quality, and Teamwork. No matter what he or we went through for 25 years we have been fighting the good fight together. Always finding our way to a brighter, warmer, better day and staying hopeful, resilient, positive, and grateful for the little things and each other in between.

JUNE 20



Muckleshoot Casino

This casino planned an expansion and wanted our product to be implemented. Sarah Eckler quoted 4,000 SF total made up of 5 products - Arturo Fuente Golden Brown, Stacy Garcia Luster Golden, Classic Embossed Tipped Vanilla Desert Lizard, and Expressions Sweet Honey American Gator. On this day, Sarah received the deposit to go ahead with the order!

JUNE 22

Happy 15th Tim! Business in the front - And party in the back!



Tim Beckett

Happy anniversary to a great mentor, leader and all around genuine guy. He is a force to be reckoned with. Tim's hard work, dedication and determination shines. Tim is his and our perfect teammate, "Someone with a Mullet". "It is business in the front and party in the back. A teammate that works hard and doesn't take it too seriously and is ready to have some fun," as quoted from his 40 Under 40 interview. So everyone in the office wore a mullet to drive home his quote and have fun on this great day to celebrate..

JUNE 23



Natural Perfection

Business Aviation Magazine interviewed Jared Eckler in late April for their Summer Edition. It was released in June and included his interview content, along with many photos of Townsend Partners.

If you would like to view the article, visit:
<http://online.anyflip.com/yosh/ezgz/mobile/#p=36>

TWINNING AGAIN



Townsend Superheroes
Rebecca Danelorich and Mike Spinks



Jill Santiago and Donna Oathout twinning together in masks and Townsend sweatshirts.



Ed Bauman, Jr. twinning in red with our pig order coming off the toggle boards.



Debbie Brunco coordinated her mask and her shirt.



Dave Kucel and LaVernon Young are working on a new type of twinning these days with their masks.



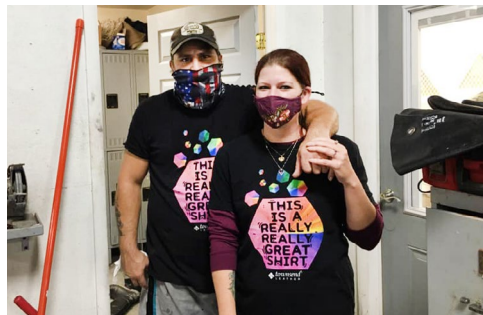
Accounting Gals All Masked Up:
Mandie Kolakowski, Mary Weber,
Dayhana Vasquez and Cindy Moyer



Eric Martin and Joe Miller twinning in their Sarge shirts together with leather.



Rocking Out With Their Cocks Out 6 ft. Away!
Oakley Cole and Mandie Kolakowski



Dave Fisher and Vanessa Ninneman twinning in color.



Barb Knowles and Gabby Strait twinning Tomlinson Strong.



NEAL LANG

SUPERLATIVE WINNER

Congratulations to our new Joe Cool Superlative winner! Neal has done a tremendous job helping teach and manage our growing and evolving Color team in personally and professionally.

As this year's Joe Cool, he sets the example for managing stress and challenges with a can do, will help, and happy to attitude! Even in a year like this one, always urgent and committed to the job with a lot of time away from his family and the longest commute, he is always patient and determined to get everything done!

As part of our technical team he is instrumental in developing some of the new outside our traditional market type products that will help us diversify with our eyes on capturing more shoe business within and beyond New Balance and Wolverine.

We all appreciate your partnership Neal and all you do with and for us! Thanks for being so awesome even when everything happening to us isn't!

Whether a busy time, or an uncertain one - Neal's partnership is so appreciated and this honor is very well deserved.



JOE COOL



About This Superlative Award

The Joe Cool Award is awarded to a partner who keeps the team calm and steady. Someone that faces stress with ease and spreads that sense of peace to others. How you respond in a stressful situation sets you apart from the crowd, and these Partners are self-aware and accepting of challenges. Practicing patience without complacency.

PRIDE MONTH CELEBRATION

JUNE 25



Love conquers all, even hate.

Because right now, listening, supporting, and loving is what matters most, we are proud to celebrate Pride Month.

Especially this month, we join in celebrating the overdue yet welcome news on the landmark Supreme Court ruling on Civil Rights Act Title VII that clearly states, “An employer who fires an individual merely for being gay or transgender defies the law,” – Justice Neil M. Gorsuch

Actions based in inclusivity, togetherness, love, and progress will always be supported and celebrated by Townsend Leather. There is still so far to go, but as we look out to the horizon, we feel a sense of hope and peace at the path forward.

One way Townsend Leather is taking action this month is in renewing our support of the HRC.



The Human Rights Campaign and the Human Rights Campaign Foundation together serve as America’s largest civil rights organization working to achieve LGBTQ equality. By inspiring and engaging individuals and communities, HRC strives to end discrimination against LGBTQ people and realize a world that achieves fundamental fairness and equality for all.

The Human Rights Campaign envisions a world where lesbian, gay, bisexual, transgender and queer people are ensured equality and embraced as full members of society at home, at work and in every community. www.hrc.org.

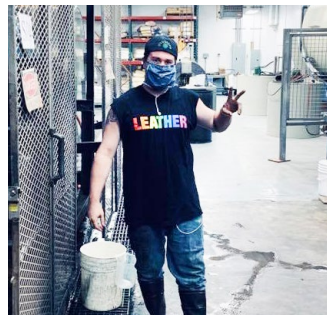
HUMAN RIGHTS CAMPAIGN®

It is a mission we are proud to be connected to and will continue to support.

We are also proud to be able to celebrate the 5th anniversary of the historic and moving ruling from our Supreme Court in favor of nationwide marriage equality. Progress takes struggle. Progress takes time. We are proud to be able to be witness to progress and eagerly look toward a future of even more.



Showing pride with our swatches.



Shawn Seeley in the Wet Department.



Tricia Martin in a full pride dress.



Shawn Czadzeck & Pam Goldswor



Christa Fonda pose with pride.



Dave Kucel out on the dry floor.



Maria Lomanto working with pride.



Scott Brothers toggles with pride each day.



Jared Eckler and Sasha Rose twinning with pride.



Kayla Savage hanging out in the back of her car at lunch enjoying the beautiful weather.



Megan Vannostrand standing out front of Building 1 with our sign thanking first responders and all essential workers.



May Issa working in measuring, smiling with pride.



Jared Eckler, Barb Knowles, Holly Hamel, and Eli Franklin priding together in Final Inspection.



Pam Goldswer standing with pride with our Manchester Emerald City leather.



Christa Fonda and Tricia Martin posing together at The Stitch with pride.

PANTONE COLOR OF THE YEAR CLASSIC BLUE

We offer custom sampling packages to fit any pattern, theme, or color and love this year's choice for Color of the Year, Classic Blue. As the manufacturer, we create close to 6,000 custom strike-offs a year and are able to pull from those to send overnight packages of any grouping of leather to fit your exact design needs.



**Color of
the Year
2020**

**PANTONE®
Classic Blue
19-4052**





MEGAN VANNOSTRAND

◆

SUPERLATIVE WINNER

Congratulations to our new Jane Cool Superlative winner! 32 different women partners were nominated for our Jane Cool award!

This Cool girl, Megan Vannstrand, took the win and is very well deserving!

Megan keeps cool under pressure, and she helps us feel better about the work and ourselves. She takes the work seriously, but not herself.

Megan is well loved across Finishing, Customer Service, and the company! She won our year end Superhero award in 2019 for always saving the day and coming through with the team for a strike off or CFA!

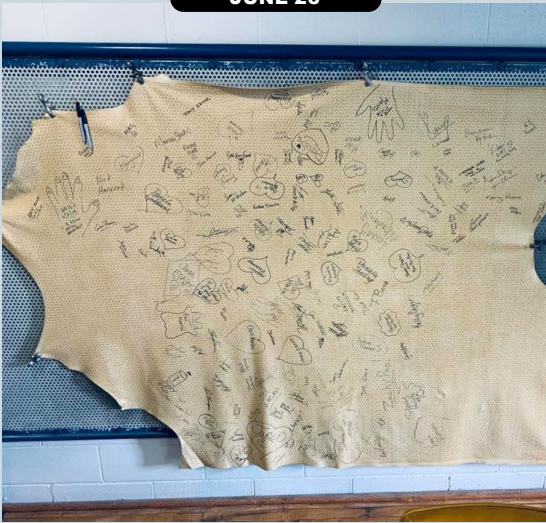
She may not always come through though, and sometimes the disappointment can be tough and taken personally. Megan never makes it about her and she can be boisterous on the job and she's not shy about letting a well executed F bomb fly! This enthusiasm she expresses is all apart of her personality and sense of humor when matched with her mindfulness for others and the work helps calm others knowing that this Jane Cool is on the job!



About This Superlative Award

The Jane Cool Award is awarded to a partner who keeps the team calm and steady. Someone that faces stress with ease and spreads that sense of peace to others. How you respond in a stressful situation sets you apart from the crowd, and these Partners are self-aware and accepting of challenges. Practicing patience without complacency.

JUNE 26



Stitch Anniversary

This day was the 1 year anniversary of our company walk and talk to The Stitch, our hands, heart, and hide moment! Jared Eckler sat in the cafeteria at The Stitch having lunch a few times this week looking at this hide and remembering the moment(s), partners, the feeling, and achievement. It's a simple photo but it represents so much we are all proud of and care for!

JUNE 29



No Problem

100+ hides in 3 colors embossed and tipped thru production in 2 weeks! Jess Willey said the tipping was taking 15 minutes a hide, which is pretty unheard of! The big print and color being right on with one rub is great! This is the Haeco project our team Ronald Cathey and Sarah Eckler spent as much time quoting, requoting, and to multiple bidders since April trying to land this order than we will making it.

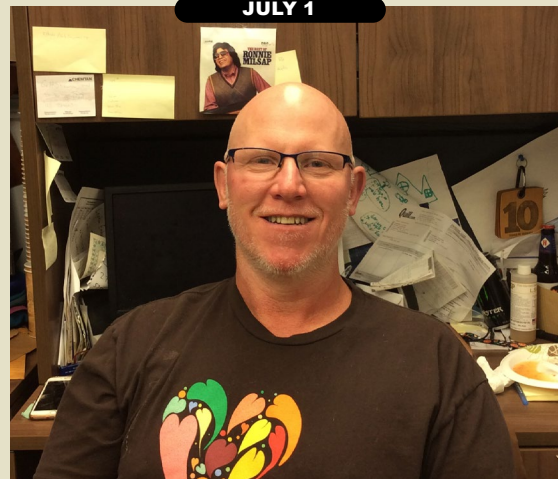
JULY 1



Crossroads Order

This awesome Crossroads Crystal White order was the largest Townsend had ever done. Also, it was the largest white order done in our modern history. The beautiful teamwork across the company pushing it through back in March and April only to pause for the customer! Oakley Cole and Thom Larowe really stepped up embossing this with 300+ hides done in just a few days.

JULY 1



All The Best AJ Allen

To 24 years of greatness in finishing and partnership! Jared Eckler, AJ, and Eric Martin discussed all the changes over the past year on the team and about his new future. For over a year AJ has been planning a move with his family to Arkansas, the time has finally come. We wish AJ the very best and are excited for him and his new adventure, but we are going to miss the hell out of one hell of a finisher and character!



CHRIS WEIL

SUPERLATIVE WINNER

Ladies and gentlemen, let's all give it up for our Partner of the Year on his 11th anniversary, Chris Weil!

What a great example Chris is in all of the things we have been talking about at our Town Hall Talks - hard working, quality and efficiency minded, caring, supportive, and respectful to all - and a hell of a fun and responsible connector of work and partners throughout the company!

He's really in the perfect position to improve our quality and communicate across the company, and following up on all the details and needs! If there is an opportunity to shine or win, we can count on Chris being a part of it!

No doubt he and Carrie Gifford are one of our most awesome power couples and considered indispensable on the production floor and as our partners! Have you noticed how much better his smiling game has gotten in photos? This year he will be giving Town Hall talk speeches!

Chris is loved by all of us and we know he will keep helping all our partners be and do their best and continue to model all our values. Chris, you are so appreciated and thanks for all you do partner!



**PARTNER
OF THE YEAR**



About This Superlative Award

This goes to a Partner that provided immeasurable value to their team and all of Townsend. A Partner that touched as much leather as hearts. An embodiment of Townsend's values.

Brings people together through action and communication. Has an enduring impact. And not only lives and works Townsend's values, but encourages our values in others as well.

JULY 3



So In Love

This Manchester Brimming with Brown is amazing in its Mesa state before topcoat. Jared Eckler gave it its own model shoot because he is just in love with leather like this.

JULY 12



First In History

Happy 41st partner anniversary to Thom Larowe! This is a first for a partner to hit 41 years in our history! Though Terry Kucel has remained involved all of our 50 years, Tom is the only one to work day to day continuously for 41! So proud of his longevity, dedication, and partnership Tom! Thank you for having our backs for 41 years!

JULY 13



Dan Pitcher

We got a milestone partner anniversary! 10 Years for Dan! Did you know he now has over 25 years in leather with previous jobs at Kargs and Classic Leather? His grit, toughness, ability to sling boxes, build pallets, withstand heat, and generally team up with everyone and be that dependable partner is amazing! Thank you Dan!

JULY 13



Success In Coloring

750 pig skins came out of the new drum on this day! The team worked to creep up to doing 1,000 in the drum this month, a big advantage for us, as this would normally take 2 or 3 drums in one run! A huge success and thank you for all your hard work!

CHICKEN BBQ FOR ARCHIE

JULY 14



Tricia Martin, Archie Briggs, Tom Larowe, and Rachel Hidde enjoying their BBQ lunch.

Not everything is right in the world, but with the right people in our world, it's a little easier.

Thank you everyone for your kindness and generosity to help Archie Briggs, whether you donated your time or gifts to raffle, or if you entered in to try and win those raffle items! We collectively raised \$2,000 for his, which Townsend matched! You guys are awesome!

Archie was touched by everyone's concern and support for him and it was just great to spend time with him this week.

Everyone's generosity and how this team came together to support one of our own is humbling.



Archie Briggs and Jill Santiago



Joe and Linette Paciolla



Louay Albadawi and Jared Eckler giving thumbs up for Archie.



Sarah Eckler and Oakley Cole enjoying lunch together.



Partners donated numerous items to raffle off to raise money for Archie.



Partners enjoying their lunch and nice weather.

TAKING A MOMENT TO SEE WHERE WE ARE

JULY 17



We were so happy to be in full swing again. For a few weeks now, we had full production up and running. We had been pushing out lots of in-stock leathers and crafting all kinds of customs. It felt good to get our hands back on what we love doing.

Our team relishes a challenge and though distancing and masks are different, they did not hinder our team. With daily health assessments, critically monitored cleaning, 6 foot distance, and masks...we had been able to not just get back to work, but do so while feeling safe and therefore thrive!

We were taking orders, we had stock ready to ship, we were in full production – making leather with love.

We were so grateful for the outpouring and continued messages of love and support that we had been receiving from so many customers and Townsend Leather fans over the past months.

We had the tools, resources, team, and action-minded leadership to put us in a position where we could confidently and healthfully keep doing what we love.

JULY 19



Scott Brothers

Happy 29th anniversary Scotty! There are less than a handful of partners that have worked on our production floor for this long. Scott is one of our most beloved partners throughout the company by everyone in the company! Warm, caring, funny, brings people together, works as hard today as he did in his younger years, takes his work but not himself seriously, and quite simply would do anything for any of us or the company!

JULY 27



Toby Lamphere

We are really excited to welcome back Toby and also wish him a Happy 22nd Anniversary! Long before Jared Eckler said Pat Davison was the nicest guy, Toby was it! A more easy going but hard working partner is hard to find! Happy to have him back helping in Sorting part time in the afternoons!

Summer lovin

something I am loving right now is...

And now that we are in the depths of Summer, we want to keep that comfort and moments of love-sharing going. So here are a couple of things our team is lovin' right now.

Share something you are loving, back to us at:
www.instagram.com/townsendleather

What I'm lovin

Shared by Tricia Martin



"Book series I am enjoying by USA Today Bestselling Author, Abby Jimenez.

If you're looking for a fun-loving, romantic, easy, get-your-mind-off-all-the-craziness going on in the world, these are a definite go-to!"



Summer Jovin

something I am loving right now is...

What I'm Jovin

Shared by Tricia Martin



"Cindy (our amazing Accounting Manager) introduced me to these, so this one is from both of us! - oh and please include cucumbers!"

ANTIPASTO SKEWERS - My new favorite appetizer! Easy to make, customize to your taste, great for picnics and parties, and fun to make with the family!"

- 18 6" wooden skewers
- 18 cheese tortellini cooked and cooled
- 1/4 cup bottled Italian salad dressing
- 18 large pitted black olives
- 18 cubes havarti cheese approximately 8 ounces
- 18 slices of salami
- 18 cherry or grape tomatoes
- 18 to 36 depending on size fresh basil leaves
- 18 marinated mozzarella balls



What I'm Jovin

Shared by Sarah Eckler



"I've been making this for my daughter, Olivia, 3 - 4 times a week since April and it's a nice summer breakfast drink."

PINEAPPLE-COCONUT GREEN SMOOTHIE

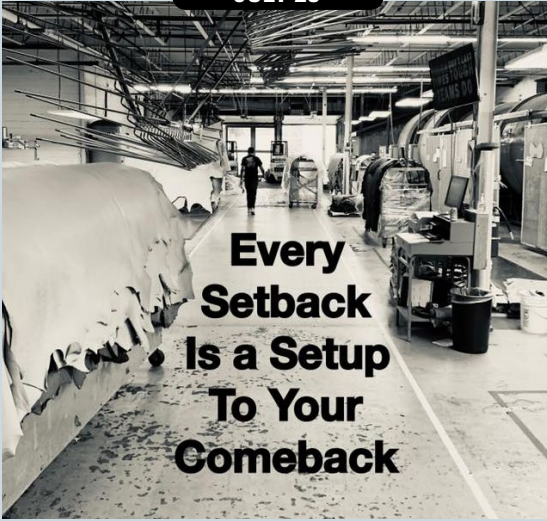
Mix the following in a blender:

- 1 cup spinach
- 1 banana cut into 1" pieces
- 3/4 cup frozen pineapple
- 2 tablespoons coconut flakes
- 1 teaspoon chia seeds
- 1 cup water
- Juice from 1 lime
- 1 cup ice cubes

Blend to your desired thickness and enjoy!



JULY 28



**Every
Setback
Is a Setup
To Your
Comeback**

Into Busy Times

By the end of this week we had 800,000 SF in production and coming into the busiest month of the year! Over 500,000' is due or overdue through August and we were on track for our comeback! Keep up the great fight and work team, it starts and ends with us, what's in our control, our hands, our hearts - let's do this!

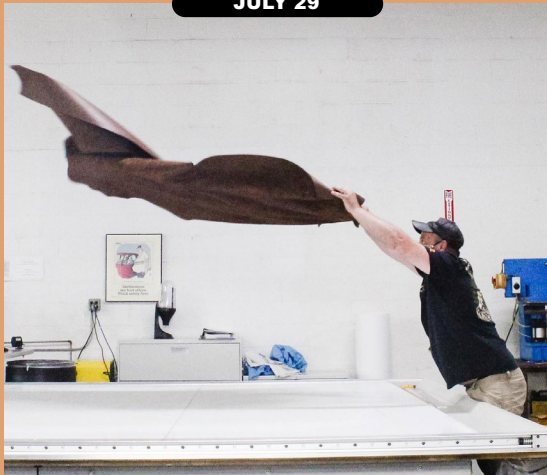
JULY 29



Taking Pig To Task

Dave Kucel and Jeremy Douglass came up with a plan to keep up on our Pig goals of 2,200 skins a day despite being short on 2nd shift. A 3:30 rack on 12 skins if they kept that rate up they'd do 205 skins an hour and 1600 in an 8 hour shift.

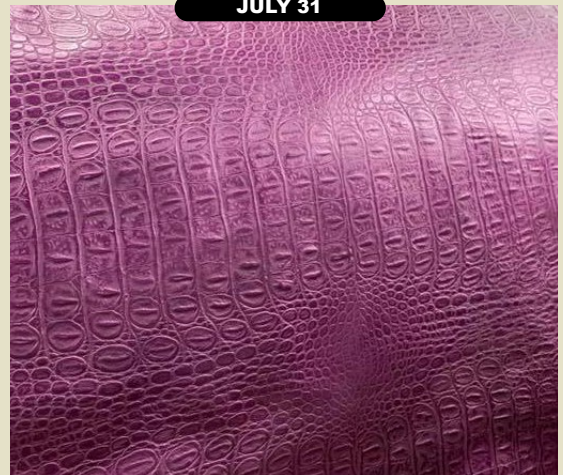
JULY 29



Cross-Training

This is so important to us as a company and even more so these days. Every day, or let's face it every week, our workflow changes but the flexibility to be able to pull Partners from one department to another and have the confidence they know the ins and outs of what needs to be done is so rewarding. Brett VanNostrand learned the new Gerber cutting machine, and he loves it!

JULY 31



Plum Chic

Our multi-talented, Sarah Gray, took ownership of the Plum Chic American Gator project to make sure the tipping would come out right. She did a beautiful job on these hides. What can't you do, Sarah? Her many talents in tipping, sorting, and more is greatly appreciated!

DO YOU HAVE MAD MASK GAME?

JULY 31



It appears masks and face coverings are here to stay for the foreseeable future so Sarah Eckler thought, “how can we make this more fun?” Throughout the month of August, she invited partners to participate in a contest called “Got Mad Mask Game” (GMMG) by sharing photos in masks on Workplace, from Townsend or outside of work.

At the end of August, votes were handed in for a variety of categories. And the winners are...

#1 - Solo Style



Sasha Rose

#2 - Twinning



Jared Eckler & Chris Smullen

#3 - Twinning Outfits with Masks



Thom Larowe & Oakley Cole

#4 Dynamic Duos



Mark Lewis and Edward Gray

#5 Matching Mask with Leather



Clara Birch

#6 Best Pose



Holly Hamel

Groovy Group



Hollie King, May Issa, Morgan Wilson, and Kayla Savage

#GMMG with Jared Eckler



Jared Eckler, Vanessa Ninneman, Louay Albadawi, and Tim Beckett

#9 Just For Fun



Jared Eckler

AUGUST 6



SALUTE TO

SARGE

It has been 1 year since we lost our beloved Sarge, Louise Kucel. Partners were encouraged to wear their “Sarge’s Army” shirts this week and partners were asked to take photos and share them on Workplace and with each other.

Partners that were close with her, partners who worked with her, or work like her - got plenty of photos from this day of our many soldiers.

A funny memory of Louise, because she was as tough as she was funny about some stuff. Tyler Folmsbee, a former partner, had a hard time getting in on time a lot - Louise was patient because he was a sweet kid but eventually she came up with a plan for disciplining him. He was a Giants fan, she was a Cowboys fan. She kept a Cowboys sweatshirt on her desk or chair next to it everyday and if he was late he had to wear that Cowboys sweatshirt - it would be insane if he didn't improve his on time record after that!

We are thinking of and saluting your memory and partnership Louise!



Pam Goldswer is thinking “Okay, let’s go here,” and Rebecca Danelorich is trying to impress Christa Fonda with her pose.



Sarah Eckler and Jared Eckler always together and will always be a part of Sarge’s Army.



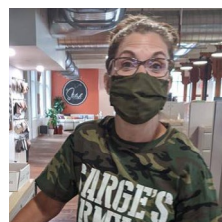
Kaden Steele, Belinda Steding, and Jill Santiago work in Shipping, Sarge’s department.



Margit Stuart working hard in camo.



Gary Benton sarging the fork lift.



Kelly Geiger in camo.



Jared Eckler saluting with Mandie Kolakowski, Tommy Carter and Kevin Lindsley.



BRETT VANNOSTRAND

◆

SUPERLATIVE WINNER

Townsend was overjoyed to present this year's Spirit award to Brett VanNostrand! We love his team focus, how he always knows when someone needs a pick me up or encouragement.

His costume and theme antics over and above the top from the sweet Barb Kucel and Terry Kucel re-enactment to every hilarious Halloween costume, and T-shirt day he has participated in, partners always say, did you see Brett's getup? His presence is always felt in a fun, meaningful, and hard working way!

Brett helps to diffuse stress and make meetings light, and more fun. He cares about us having fun and getting stuff done and is willing to go out of his way to see that we do!

Brett is a connector, he is all about the team and company and goes out of his way to spread team spirit, knowledge, personal connections, laughs, and positive vibes! We all love him for it and it's so important to our success and the path we take to it! Congratulations and thank you for the example you set!



About This Superlative Award

The Spirit Award is one created to recognize a partner who applies equal importance to working hard with being attentive to others through their social interactions. They are caring, compassionate, story and joke tellers, giving, getting shit done and having fun, meaning, fulfillment, joy, eye contact, presence, and hard-working.



quarantine comfort

from our homes to yours

Connection means something different and something even more special than ever.

A sense of care, fun, and comfort from a warm heart can make all the difference in these days. So, we've collected some tiny tidbits of comfort from our working-from-home-team to share with you.

Our heart-centered team gathered and shared these comfort tips to many customers and connections over the past couple months.

They are all so good, and comfort is always desperately needed, that we wanted to share a collection of them here.

Share your comforts with us at:
www.instagram.com/townsendleather

Tummy Yummy Warmer

shared by Shawn

Ingredients

- ¾ cup water
- 1 ½ + ounces whiskey
- 2 to 3 teaspoons honey, to taste
- 2 to 3 teaspoons lemon juice, to taste
- 1 lemon round
- 1 cinnamon stick (optional, for garnish)



Instructions

In a teapot, bring the water to a simmer then pour into a mug. Add the whiskey, 2 teaspoons honey and 2 teaspoon lemon juice. Stir until the honey has disappeared into the hot water. Taste, and add 1 teaspoon honey for more sweetness, and/or 1 teaspoon more lemon juice for more zing. Taste again and then add more whiskey. Have one more taste and then a bit more whiskey. Garnish with a lemon round and cinnamon stick (if using). Enjoy!

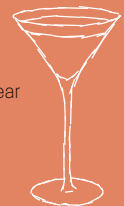


Rob Roy

shared by AJ Kucel

Ingredients

- 2 ounces Scotch, preferably Laphroaig 10 Year
- 1 ounce sweet vermouth
- 2 dashes Angostura bitters
- Garnish: maraschino cherry



Instructions

Combine all ingredients in a mixing glass over ice and stir until chilled. Strain into a cocktail glass. Garnish with a maraschino cherry.



Comfort Playlist

shared by Sarah Eckler

I'm not much of a cook (although that is being forced to change these days) or a drink mixer (Twisted Tea comes already mixed, you know) so my quarantine comfort is a list of some of the songs I'm listening to today. I'm a big music fan and music is a perfect vehicle to help us feel less alone, to allow us an escape from reality temporarily, or to remember fondly some special memories or people in our lives from pre-quarantine days.

So I present to you: **Sarah Eckler's Quarantine 2020 Playlist Top 10**

"Inside Friend" – Leon Bridges featuring John Mayer

This song was originally recorded in 2019 during an impromptu jam session between Bridges and Mayer but they recently released this due to the timeliness of the subject matter. **Most relatable lyrics:** "Come through with your hair still wet / yoga pants, sweatshirt on the bed" cause we're all mostly wearing yoga pants these days, aren't we?

"Can't Get You Off My Mind" – Lenny Kravitz

This was my wedding song back in 2001. Luckily, I'm quarantined with my hubby but many are without their loved ones these days. **Most appropriate lyrics:** "I don't want to lose you baby / And I don't want to be alone / Don't want to live my days without you / But for now I've got to be without you"

"Fly me to the Moon" – Frank Sinatra featuring Count Basie

I've always had a soft spot for this song so when I saw a viral video recently of a young girl singing this song, it made me think of all my work trips in the past to Las Vegas where a favorite spot was a lounge with a singer who sang many Brat Pack songs. Missing trade shows and the ability to travel so this song has been in heavy rotation.

Favorite lyrics: "Fly me to the moon / Let me play among the stars / Let me see what spring is like On Jupiter and Mars."

"Sailing" – Christopher Cross

One of my Dad's favorite songs of all time so has always been special to me. Christopher Cross has announced he is suffering from Coronavirus in the media so definitely made me think of this song again. The whole vibe of the song is great escapism – the music is beautiful and it is about yearning to be in your own kind of paradise and the amazing feeling you get from your happy place. **Best lyrics:** "Sailing takes me away to where I've always heard it could be / Just a dream and the wind to carry me / And soon I will be free."

"Harvest Moon" – Cassandra Wilson version

Such a beautiful cover of this Neil Young song. Reminds me the moon is still in the sky and dancing is still allowed.

Favorite lyrics: "But there's a full moon risin' / Let's go dancin' in the light / We know where the music's playin' / Let's go out and feel the night"

"It's Not Living If It's Not With You" – The 1975

My favorite current band whose entire catalog is worth a listen these days while you have time but the chorus makes me think of everyone I miss seeing in my daily life. **Chorus Lyrics:** "And all I do is sit and think about you / If I knew what you'd do / Collapse my veins wearing beautiful shoes / It's not living if it's not with you"

"Say So" – Doja Cat

I was introduced this to a song by watching a celebrity do a Tik Tok video. Not suitable for children's ears but it's a bop! Just a fun, upbeat song you can dance to in your kitchen as you're washing dishes for the ten millionth time this week. **Addictive chorus lyrics:** "Didn't even notice, no punches left to roll with / You got to keep me focused, you want it, say so"

"Home Life" – John Mayer

One of two songs by John Mayer that are more relevant in these quarantine times.

Most fitting lyrics: "I think I'm gonna stay home / Have myself a home life . . . I am not a nomad, I am not a rocket man, I was born a house cat"

"Great Indoors" – John Mayer

The other accidentally-appropriate-for-these-times John Mayer songs, this one from his debut album "Room for Squares". So many lyrics make me chuckle to myself as we shelter in place.

"Adore You" – Harry Styles

Gonna end on an upbeat note. Great song to lift your spirits and your mood. It's undeniably catchy and makes me happier when I hear it. **Favorite lyrics:** "I'd walk through fire for you / Just let me adore you".

What are you going to songs during this time?

Tell us via Instagram @townsendleather or email us at info@townsendleather.com!



quarantine comfort
from our homes to yours

Apple Cider doughnut Cake

shared by Linette Paciolla

"A cake I like to make that is pretty easy. Recipe calls for tart apples but I recommend using a sweeter apple or your favorite apple and I add an extra cup of shredded apple."

Ingredients

Cake

1 box Betty Crocker™ yellow cake mix
3/4 cup apple cider
1/2 cup butter, melted
4 eggs
2 teaspoons ground cinnamon
1 teaspoon ground nutmeg
1 cup coarsely shredded peeled tart apples

Toppings

3 tablespoons butter, melted
1/4 cup sugar
1 teaspoon ground cinnamon

Instructions

Heat oven to 350°F. Generously spray 12-cup fluted tube cake pan with baking spray with flour.

In large bowl, beat cake mix, apple cider, 1/2 cup melted butter, the eggs, 2 teaspoons cinnamon and the nutmeg with electric mixer on medium speed 2 minutes, scraping bowl occasionally. Stir in apples. Pour into pan. Bake 35 to 40 minutes or until toothpick inserted in center comes out clean. Remove from oven. Let stand 20 minutes; run metal spatula around outer and inside edges of pan to loosen cake. Remove from pan to cooling rack; place cooling rack over waxed paper. Brush top and sides of cake with 3 tablespoons melted butter. In small bowl, mix sugar and 1 teaspoon cinnamon until blended. Press 2 tablespoons cinnamon mixture up side and top of cake with hand. Let stand 20 minutes. Repeat with remaining cinnamon mixture. Cool completely, about 1 hour.

Apple Cider doughnut Cake

created by @mrs.ross75

"As good for you as it is good for you, this recipe is for tart apples but I recommend using the sweeter apple of your choice to make the food a little less tart and more apple."

Ingredients

Cake

- 1/2 cup white sugar
- 1/2 cup oil
- 1/2 cup apple cider
- 1/2 cup brown sugar
- 1/2 cup flour
- 1/2 cup eggs
- 1/2 cup baking powder
- 1/2 cup salt
- 1/2 cup butter
- 1/2 cup cinnamon

Toppings

- 1/2 cup butter
- 1/2 cup sugar
- 1/2 cup cinnamon

Instructions

Heat oven to 350°F. Grease a 9x9x2 inch pan with butter. Line with wax paper.

In large bowl, beat eggs in mixer. Add apples, oil, brown sugar, flour, eggs, baking powder, salt, cinnamon, and butter. Mix well. Spread batter in pan. Bake for 45 minutes. Let cool. In small bowl, mix butter, sugar, cinnamon, and salt. Spread on top of cake. Let cool completely about 1 hour.

Do this top and sides of cake with 3 tablespoons melted butter in a small bowl mix sugar and cinnamon. In small bowl, mix butter, sugar, cinnamon, salt, and top of cake with hand. Let cool completely. Repeat for the sides of cinnamon mixture. Do completely about 1 hour.

Comfort Ideas

www.etsy.com

A couple things that are



So, a little while ago, I had a target date during a set period of time cleaning a room project.

You'll be amazed when you stay focused on a task how much you can get done!

By our own creative ability

There are lots of beginner kits on Amazon so you don't have to buy each and individually

Experiment with: cloth, watercolor painting, oil pastels



Chicken Dijon

www.etsy.com

"Here's one of my favorite recipes. My mom clipped this from *Woman's World* magazine and asked me to make this for us as kids. The recipe clipping includes my 'tips' (posted) with the directions. Here it is, but you can find the following page for it. It's super quick and easy too. The to serve both the ends and 'pre-heat'."



guarantee comfort

Mom's Favorite Salad Dressing



www.etsy.com

"As good as Mom's dressing and it's guaranteed to be better times after each review. Which makes me laugh out the sobriety."

Ingredients

- 3 Tablespoons each: Green Onions, Oil, Water
- 2 Tablespoons: Apple Cider Vinegar
- 1 Tablespoon: Sugar
- 1/2 teaspoon: salt

Instructions

Toss with greens and WAH-LA!



Frozen Butterbeer for a Harry Potter family night!

www.etsy.com

Ingredients

- 1/2 cup Vanilla Ice Cream
- 1/2 cup Cream Soda
- 1/2 cup Butter
- 1/2 cup Whipper Cream



Instructions

If you're thinking about Universal Studios or how Harry Potter movies, this is the recipe for you and your family. It's a little bit of vanilla ice cream, butter, cream soda, and cream soda and you'll get a frozen wizardly drink in a mug. Top with whipped cream, and a cherry on top and dusted with a little bit of sugar. Enjoy! It's magic!"

Cheers



Easy 3 Ingredient Oreo Truffle Balls

shared by Margaux Pierce

My daughter Bailey and I have been spending a lot of time in the kitchen during quarantine. Here is one of our favorite easy sweet treats!

Ingredients

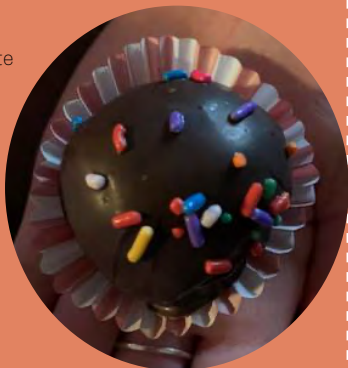
- 1 15.25 oz package of Oreo Cookies
- 8 oz cream cheese softened
- 3 cups melting chocolate



Instructions

Crush the Oreo Cookies in a food processor. Mix the cookie crumbs with the cream cheese until well blended. Scoop about 1.5 TBSP of the cookie mixture and roll each scoop into a ball. Place Oreo balls on a parchment or wax paper lined cookies sheet. Freeze the balls for 20-30 minutes before dipping (very important step. Melt the candy coating or melting chocolate. Dip each ball in the chocolate and place back on the lined pan. Decorate before the chocolate dries.

Here is a picture of an Oreo Truffle Bailey and I made!



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Whipped Coffee

shared by Alison Martin

Ingredients

- 2 tablespoons hot water
- 2 tablespoons sugar
- 2 tablespoons instant coffee powder
- Milk, to serve
- Ice, to serve



Instructions

Add the hot water, sugar, and instant coffee to a bowl. Mix using an electric mixer until the mixture is fluffy and light - and forms peaks. To serve, pour over a cup of milk with ice and stir. Enjoy!

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Comfort Tips

shared by Danielle Steding



Tips

1. Make a mini greenhouse to boost growth of new seeds. All you need is an egg carton, plastic wrap and some popsicle sticks to prop up the ends and give space for growth! The roots will grow into the carton which can be planted right in with more soil once ready to transport to a pot.
2. Make a list, even of the little things that you want to do throughout your day. It feels good to cross them off and adds a boosted sense of accomplishment! Don't forget to sneak some self-love tasks in there :)
3. Pour leftover coffee into an ice cube tray to switch it up with an iced coffee
4. Make a vision board by going through old magazines
5. Dig up an old playlist/CD you used to love and have a solo jam-sesh
6. Make your own skin cleansing face mask, your skin will thank you and you'll be glowing. Mix together well and leave for 15 minutes, wet finger tips and gently massage into skin to exfoliate before rinsing completely.
Mix together: 2 tbsp pure aloe vera gel, 1 tsp coffee grounds, 1 tsp raw brown sugar

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Tangerine Creamsicle Vitamin C Smoothie

shared by Alison Martin

Ingredients

- 2 frozen bananas, previously peeled and sliced
- 1 orange, peeled
- 3/4 cup unsweetened almond milk (or milk of choice)
- 1 1/2 cups Greek yogurt
- 1 tablespoon honey
- 2 teaspoons pure vanilla extract
- 2 packages Emergen-C Tangerine
- 1 cup ice, as needed

Instructions

Blend everything together in a high-speed blender until rich and creamy. Add ice, as needed, to thicken until desired consistency. Enjoy and be well!



townsend LEATHER



quarantine comfort
from our homes to yours

AUGUST 13



JORDAN SIARKOWSKI

SUPERLATIVE WINNER

Jordan received a major surprise on her 2nd anniversary with the news that she was the winner of our Value of Learning Superlative!

Everything Jordan does she strives for accuracy and efficiency - she's been a quick learner since day one 2 years ago!

She particularly impressed all of us in 2019 though when we did the product training. Jared Eckler said she was in the top 15% of the company for knowing all of our specialty and newer products unlabeled - she knew product, collection, color names, and even part numbers!

That's pretty impressive for a partner to achieve just past their first year, and the quiet Mini driving girl over in the Sample department now was facilitating company wide product challenges and showing or helping others to see and detect what the subtle differences are in say a Luster and Regal which can be difficult to tell in 9"x9" samples - many a production expert said so!

We love the work and partnership she has shown in just her first two years and we are so proud to announce to the team your achievement in setting the example for what Learning means to all of us!



LEARNING



About This Superlative Award

The Learning Award is given to a partner who has an openness to new experiences, experiments, and ideas with willingness to embrace failure, try again, and spread knowledge.



a touch of distinction



Stacy Garcia®

for



Find comfort in the structured timelessness of Bond Cowhide from Stacy Garcia for Townsend Leather.

Bold yet classic, Bond breaks boundaries while remaining rooted in tradition.

Whether embossed on our most popular aviation leather, **Classic Cowhide**, or on a wax-coated pull-up leather, the linear-driven pattern of Bond gives highlight to a pronounced natural grain & provides a touch of distinction to every interior. Bond is available as full hides in both neutral color palettes or saturated hues.

www.townsendleather.com/stacygarcia

AUGUST 14

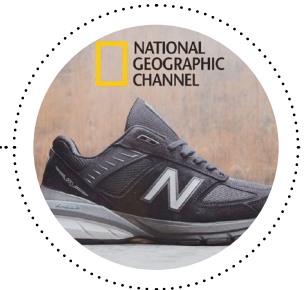


A Special Run

This was a special batch of pig skin, it's water proof! This was only the second time we attempted a water proof run. It is very exciting to think about where we are going here.

"MADE IN A DAY" NATIONAL GEOGRAPHIC

AUGUST 15



In November 2019, Townsend hosted a video crew from National Geographic, so they could shoot clips of our pig skin production for a show called "Made in the USA" with an episode on New Balance shoes. Tim Beckett found that the show has wrapped and was now on the air! They titled the show "National Geographic - Made in a Day".

Neal Lang, Mark Lewis, and Ed Bauman, Jr. are all featured and interviewed. Louay Albadawi is featured, some great toggling and horsing of skins shots. The aerial view over Townsend Ave looks great. Clips of Kayla Savage and Kaden Steele measuring and Gary Benton driving the fork truck were also included. Awesome!

If you would like to view the episode go to the link below, and select "S1 E5 - Sneakers":
<https://www.nationalgeographic.com/tv/shows/made-in-a-day>.



The name of the National Geographic series showing how sneakers are made so quickly.



Mark Lewis being interviewed by the film crew.



The film crew recording Mark at work.



Kayla Savage and Kaden Steele wrapping up a pallet.



Ed Bauman, Jr. telling the film crew the purpose for toggling.



Toggle team being recorded putting pig skins on and off the boards.



National Geographic



JEREMY DOUGLASS

SUPERLATIVE WINNER

Jeremy Douglass's mindset is one of his greatest strengths, his attitude about work, his teammates, and the company is to always roll with it and step up! Flexibility is our most important value this year relating it to each of the nominees, asking them to look back on the year and all of the hurdles, challenges, and changes we faced.

We don't say "that's not my job", or "I didn't know about that" - we say "let's figure this out" and "let's get it done" - and with enthusiasm! Jeremy's example right now leading 2nd shift that we continue to build and he has been short every night without life happening; people sick, machines break, priorities change, and hours might change! Jeremy can probably claim the biggest number of hour and job changes himself in the past year, and he's showed up like a Superhero for every role!

You don't garner teamwork, good communication, or any of our other values without first being flexible! In addition to this win, Jeremy was in our top 5 in voting for Grit, Joe Cool, Initiative, Spirit, and Learning - that is very impressive for a 2 year partner to achieve!

Jeremy's wit, personality, easy going way, and desire to get shit done and have fun make him seem like a veteran on our team after only 2 years with us! We all feel strongly this was a well deserved win and we are so proud of Jeremy and thankful for all he does! Congratulations Jeremy and Happy Anniversary! Thanks for all you do!



FLEXIBILITY



About This Superlative Award

Flexibility as a value means a partner will always step up, for work, for fellow partners, for where there is a need that will benefit the larger good and the company. This partner will shift their priorities in a minute, hour, day, week, month, or even years. No matter how busy they are, they make time to help others.

AUGUST 26



Moving Along

It was a beautiful leather making morning in the 50's outside and low humidity - the perfect time for finishing the 300 hides for Jet Aviation Classic Beige order! At the end of the day, our team will have finished 900 hides already this week with the Cessna Classic Opalite and the Oyster earlier in the week. Great work team!

AUGUST 27



PermaBoss Arrival

Townsend purchased this machine to allow us to do a perfect logo embossing, something that the Koch presses aren't able to do without cutting the finish. There are also many other features on this machine that we've never asked LogoChoices to do for us, but they include: hot-foil stamping, fusing, heat-sealing, drying and laminating, transfer printing, sublimation printing, and die-cutting. A new adventure begins!

BLACKOUT/WHITEOUT DAY

AUGUST 28

Partners wore black or white clothing to twin with their fellow partners and to pose in crazy ways to continue to find ways to have fun while getting shit done in the dramatically changed world with the COVID-19 pandemic.



CJ Wilson, Jeremy Douglass, Ed Bauman, Jr., and Shawn Sims



Tom Larowe with Mike Spinks



Darrin Newkirk, Joe Blackwood, Sasha Rose, and Jesse Malatino



Sarah Gray and Rachel Hidde



This is shot to remember. Fellow Stitch partners coming together during a hard time for all.



Thom Dona posing as a black crow.



Brett VanNostrand and Jordan Siarkowski dressing the part.

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We are here to help you focus
on what matters.**

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REGINA MANGINELLI

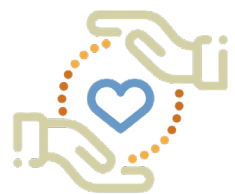
SUPERLATIVE WINNER

Rachel Hidde, previous winner of the Cheryl Brothers Award, announced Regina as our Legacy Award for Caring. The care that Regina extends to all of our partners here and beyond, always thinking of what she can do next and it's awesome to see how she has instilled these same qualities in her son too, volunteering his pizza delivery coin tips to the fundraiser for Kevin Tomlinson.

At the award ceremony, Jared was wearing a shirt that said "If you can be anything in this world, be kind." Rachel stated the following in her ceremony post on Workplace "Do you think people wear shirts like this because there's an abundance of kind and caring people in this world? Or because we need to constantly be encouraging and reminding people to be their best and be kind? I think the latter. It's easier to join in on negativity, to put others down, to pick people apart, believe me! I go there too sometimes. It takes much more courage and energy to be the positive person in the room, to be an advocate for the outsider, to foster deep relationships with people and to make people feel cared for, that they are enough just as they are."

A Cheryl Brothers award recipient is seen as a kind human who truly cares about all the people they work with. They nurture and care for our partners in the most genuine way possible.

Congratulations to Regina on this well deserved honor!



CHERYL BROTHERS



About This Superlative Award

For a Townsend Partner that fully represented the personal care, the heart, and the drive for others that is symbolized by Cheryl Brothers.

Cheryl's lasting legacy is her "God-motherly" sense of care for everyone. She went out of her way to ensure others were cared for, thought of, or heard.

AMAZING SELL OF INVENTORY

SEPTEMBER 2



Sarah Eckler made this amazing deal to sell 30,000 SF of overruns and overstock from our finish stock inventory!

Kayla Hayes and Kayla Romano took Ownership, made a plan to get all the leather pulled from tubes, horses, and racks, rolled up their sleeves and got to work.

Sarah Eckler and Christa Fonda showed an awesome display of Teamwork by literally getting their hands dirty, pulling and filling 12 or more cartons in one afternoon.

Speaking of Teamwork and Initiative, the Measuring department made up cartons and stage them around Building 2 in order to make packing the boxes easier and more efficient!

And we cannot forget our Accounting Department, who assisted with the very numerous transactions that needed to be made in the system!

- 4 Days - 69 Cartons - 8 pallets - 30,000+ SF of leather - 193 lines of inventory

Awesome job to the whole Team!

SEPTEMBER 2



The Time Is Here

On this day, all of the weeks, no months, of planning and prep was finally here! Kayla Hayes was taking the first horse of finish stock and loading it on our truck to be delivered to it's new home, The Stitch!

SEPTEMBER 7



Roy Willis

The anniversary love is going again and it is Roy's 31st! He's such a special, hard working guy at Townsend. He has his own workshop at The Stitch where this dude is always finding ways of working, whether cutting wood or doing something mechanical. There's really nothing this guy can't and won't help with and he's appreciated across the company!



CARRIE GIFFORD

SUPERLATIVE WINNER

Jared Eckler was honored to host an intimate talk honoring Jackie’s Legacy in awarding Carrie Gifford this year for her strength as a Woman on our team! Much of the current busyness in production can be attributed to Carrie’s efforts, leadership, and care for her team, our quality, and our customers, Wolverine and New Balance!

Leading this team like a business unit in itself she inherited a team she wouldn’t have assembled herself but went with the experience we had. Over the years, and especially the last year, we have seen Carrie come into her own leadership style and comfort zone as she nurtured and cultivated the team that she did want, last year calling it the best one she ever had.

Carrie has had to learn all about pig herself as she learned to build a team all while the customer was on-site watching.

We talked about the idea of “rocking the boat” for change, to charge forward, and challenge the status quo - to build a better, stronger team and ship throughout the morning. All her Grit, Initiative, Ownership, and Passion set us up for the massive growth she and the team are enjoying now, double the first year she began!

Carrie’s strength as a leader, work Mom, Partner, and especially a Woman are inspirational and appreciated by all partners! Thank you for all you do and are!

Congratulations on this well deserved honor!



About This Superlative Award

Jackie Fox will always be remembered as a connector, a strong, hard-working, caring, and conscientious partner. This award specifically recognizes a strong WOMAN, annually who trailblazes. This is a woman who makes an effort to help others, fights the status quo, will ask the hard questions, and will go beyond what is expected of her to effect change, and make things better.

SEPTEMBER 8



Noel Burroughs

Happy 27th to an amazing woman, leader, product guru, and partner! This veteran has been here for all our growth years and challenging times like 9-11, 2008 recession, and of course this years challenge to us that will leave a mark and an opportunity to show once again that she and we can rise above it! Thank you for all that you do Noel!

SEPTEMBER 8



Vern Young

Happy 30th anniversary to the guy who is in the 7th spot in the company in service as a partner since 1990! When he started it was on the 3rd shift - 9 pm - 6 am on the dry floor and back in the days when we did have a vacuum dryer and only had a side buffer. Thank you for your dedication Vern!

SEPTEMBER 9



We Don't Do It Often

Dye spraying pig like we did this Vintage Indigo is not something that we do very often, but when we do Finishing saves Coloring and Dry Floor a lot of extra work to go all the way back to deepen a color a shade.

Trivia question: How long do you think it takes for a hide or a skin to go from the feed end to the takeoff end?

Answer: Approximately 3 minutes and 41 seconds.

SEPTEMBER 10



Football Fun

Another way to keep fun in the working days of the pandemic was to have Football Day at Townsend. Partners dressed up in their favorite football team shirts, played ball outside a little and just had fun together! Check out Workplace for more fun shots from this day.



SARAH ECKLER

SUPERLATIVE WINNER

Sarah has the distinction of being the only partner this year in the top 5 in our company voting for all 4 of our Legacy awards, the Cheryl Brothers for Caring, the Jacqueline Fox award for Strong women, the Louise Kucel award for Diligence, as well as being the first woman to win the Terry Kucel award for Leadership!

Sarah has always been a dynamic, compelling, hard-working, passionate, compassionate, and attentive leader in the company! 2019 was our busiest year ever in terms of business, customer engagement (5 trade shows, weekly customer visits to the company, and regular trips by our team including her to customers), our move of the Sales and Customer Service teams to The Stitch, the year long planning for our 50th Jubilee, and hosting our entire outside sales team for a week leading up to the Jubilee and it was Sarah at the center of all of this! In leading our Sales, Marketing, and Sample teams; much of the product launches, colors, names, quality and effectiveness of our sampling is all part of her purview. So much of the move, the year, the shows, the customer love for us and our products and samples, the success of the Jubilee, and of our sales team coming to Johnstown, rode on the work and vision Sarah thought of, spoke to, worked for, and made a reality!

Time after time, our partners marvel over how Sarah balances her work and always showing great patience and willingness to drop everything for someone in need and give them her complete mind, heart, and soul. She prides herself on being a fountain of knowledge and there for everybody, we repeated one of her favorite compliments of her career and life – “She brings all of the best parts of her mother, Barb Kucel, and her father, Terry Kucel into one wonderful partner that she is!”

Congratulations Sarah, we are so proud and appreciative for all you do and are!



TERRY KUCEL LEADERSHIP



About This Superlative Award

Our Terry Kucel Leadership Award is awarded to a Townsend Partner in Terry’s name, and encompasses many Townsend-valued leadership qualities, such as; philanthropy, vision, drive, resilience, creativity, passion, respect, and integrity. Terry always inspired, motivated, challenged, supported, and taught people. This award is given to a Partner that motivates others, no matter the group, with a sense of support and depth of values.

STRONGER TOGETHER

SEPTEMBER 18



In August of 2020, Townsend partner, Kevin Tomlinson, suffered a boating injury after diving in unknown, shallow water on the lake. He unfortunately lost feeling below his chest and his recovery has been challenging but we all have been hopeful and optimistic with his heart, spirit, determination, and the support, prayers, and love from his family, friends, and partners that he will beat this in time.

This week we held a few days of lunches, games, raffles, and wore our Tomlinson Strong t-shirts, all to help raise money and show our support for Kevin and Jesica. The best part was Kevin being able to visit us and having the chance to show our support in person.

We continually keep in touch with his wife, Jesica, and receive updates regarding his recovery and he has come so far and continually improves.



Cindy Moyer and Mandie Kolakowski



Partners showing their strength and support for Kevin.



Rebecca Danelorich and Clara Birch showing their support.



Kevin Lindsley, Margaux Pierce, Alison Martin, Tricia Martin, and Sherry Cocker



Danielle and Belinda Steding playing cornhole.



Jared Eckler, Eric Tomlinson, BJ Smith and Eric Martin



Dawn Finch and her grandkids showing support remotely.



On November 10th, Kevin and his family visited all of us.

We were all so impressed with his attitude, humor, storytelling, sharpness, and his progress! He is surprising his doctors and rehab team getting feeling returning faster than anyone expected in areas of his spine he was told wouldn't return! Tomlinson strong indeed!

Gabby Strait and Kayla Savage presented him with a Tomlinson Strong Award too.

You got this Kevin Tomlinson! Stay strong partner!

SPACE IS FILLING UP FAST

SEPTEMBER 21



Great progress had been made moving finish stock to The Stitch. All the finish stock racks were unloaded.

Space at The Stitch was filling up fast, thanks to everyone who has been helping with this move. Once the racks have been filled it will be onto the tubes! We have already been pulling orders from The Stitch! How cool is that?

See the before and after pics- wow!

BEFORE



AFTER



UPGRADING IN A NEW WAY

SEPTEMBER 21



New dispensing system in full.



Scott Davis and Cody O'Meara learning the dispensing system software together.

This month we moved Scott Davis, from Sorting, to Finishing to install a new dispensing system into production. With the help of Cody O'Meara, from IT, he learned the new system to utilize it to recycle overage material, which we fell short with at the tail end of the old dispense units life.

Scott was quick to learn what was needed and helped greatly in his role. With his inventory background he has made great strides working with the accounting team. His mechanical background also has proven to be an asset.

Cody and Scott worked long and hard together priming, calibrating, and setting up for success. We appreciate all of your hard work!

SEPTEMBER 24



White After Labor Day?

Queen rebel, Alison Martin, called it for partners to wear white after Labor Day. Donna Oathout twinned with Alison here.

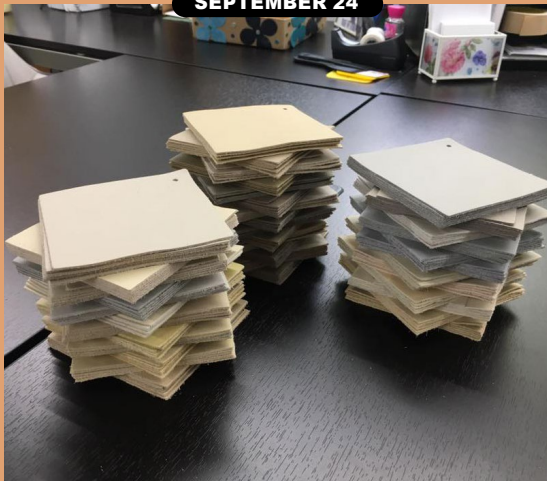
SEPTEMBER 21



Anthony Smida

Congratulations on 25 years at Townsend! Everyone knows Anthony as our Quality Guru, but did you know his first 3 years were working on the 2nd shift toggling and doing dry floor work? He is the guy who says we need to do what we say and say what we do is the greatest example of it. He will not cut corners, compromise, or cheat - EVER.

SEPTEMBER 24



BIG Projects

Our Sample Department was working on 3 very large projects. Gulfstream requested roughly 500+ samples for their showroom, in-stock samples for Bombardier's new Showroom and a replenishment for Duncan. The work this department does helps us stay in front of our customers! When we can't be there in person, our leather has to speak for us and this department makes sure we get heard!

SEPTEMBER 24



Leather For L.L. Bean

We produced 3 different products for them to review our domestic Wet Blue raw material. It is much thicker, at 2.0-2.2 mm. Also, the tanning and coloring are done using a polymer and silicone-based system to make the leather waterproof. They are aniline dyed and lightly finished products.



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SEPTEMBER 25



Mark Lewis

The Contract Pig team and a few others gathered to honor Mark on his 25th anniversary. Many enjoy his infectious laugh, his ability to work hard while having fun and making it fun for others to be around him, and his can-do, happy-to-do attitude that is not complicated, but rather, focused on getting to work and getting the job done and not letting any BS get in the way of that.

SEPTEMBER 25



Walls Coming Down

Don't blink! The Maintenance team was tearing down the walls on the dry floor to make room for what was to come. What was a bunker full of file storage and junk was to be a fresh, new space for a staker! Bravo team!

SEPTEMBER 29



Jess Wiltey

Happy 10th Anniversary Jess! The number of beautiful leathers she has hand tipped and rubbed to life makes us all so proud of her! We love her work ethic, care for partners, the company, and for doing a great job! The fire and passion to achieve and be better each day no matter how much you achieve and grow each day and year - is admirable! Thank you for all you do and a wonderful first decade!

SEPTEMBER 29



Lori Seeley

OMG! Another milestone anniversary, 15 years for Lori! She is one of our cross training queens! Starting on the dry floor on 2nd shift, she has done nearly everything in production outside the Color department! No woman has worked as long (consecutive years currently) as Lori in production! Lori is a great example to all our women and all partners because she has done so many things at high levels for so long! Thank you Lori!

FLANNEL FRIDAY PARTNERS

OCTOBER 2



Neal Lang declared this day as “Flannel Friday” because the weather was perfect for it, 55 and rainy!



Vanessa Ninneman and Pam Goldswor



Kelly Geiger, Christa Fonda, Margaux Pierce, Sherry Cocker, Rachel Hidde, Sarah Eckler, Tricia Martin, and Danielle Steding



Neal Lang trying to get one up Christa Fonda's pose.



Mary Weber, Jon Heroth, Debbie Brunco, Dayhana Vasquez, Mandie Kolakowski, and Heather Van Buren



Chris Weil and Carrie Gifford



Shawn Sims, Ed Bauman, Jr. and Spike Smullen



BJ Smith, Tommy Carter and Jared Eckler

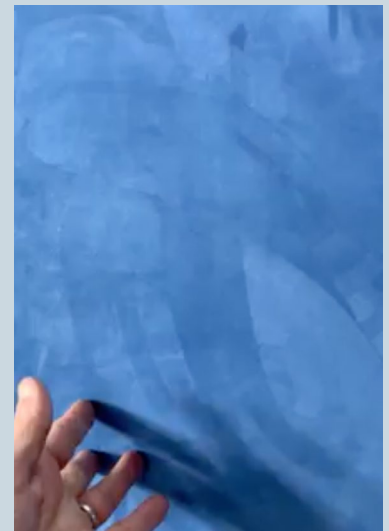
OCTOBER 2

To The Rescue

Another partner stepping up to save some orders!

Nubuck for New Balance without milling to keep that vac dry look has no nap and brushing doesn't help.

Hand sander and Taslim Yousaf to the rescue!



LT. GOVERNOR HOCHUL VISITS

OCTOBER 5



New York State Lt. Governor, Kathy Hochul, was given a top-to-bottom tour of The Stitch with Tim Beckett, Sarah Eckler, Tricia Martin, and Jared Eckler.

She thought it was great learning how Townsend celebrated not only its 50th birthday in 2019, but renovated a building at the former Diana Knitting Mill at North Perry and Grove Streets, which had been empty for more than 16 years.

Hochul was taken on a walking tour of not only the hides and production areas, but marketing, accounting and other leisurely parts of The Stitch.

Everywhere she went — from the cafeteria to the board room — she was greeted by a celebration of all things leather.

“The colors are gorgeous,” Hochul said. “Everything is an attention to detail.”

One worker told the Lieutenant Governor of a certain job for Townsend Leather involving finding the best top quality 1,400 hides out of 8,000.

“That’s something to be extremely proud of.” Hochul said.



Tim Beckett giving the Lt. Governor a tour of The Stitch.



Jared Eckler showed her some of the prized cowhides we use.



Sarah Eckler and Tricia Martin provide Hochul more information.



Lt. Governor, Hochul, looks at the digital print of Elizabeth Cady Stanton's message on the 1st floor.

OCTOBER 6



Kevin Kowalski

Happy 31st to the one and only Kevin! Jared Eckler loved celebrating his leadership, amazing work ethic, and the example he sets for us every day at the Terry Kucel Leadership Event last month! There's no doubt in our minds we couldn't be making the best leather in the world no matter the hurdle or variables without this Finish guru and legend!

OCTOBER 8



NBAA Cancelled

Each year Townsend Leather anxiously awaits the NBAA conference. But, with it being canceled this year, we still wanted to reach out to our customers and friends. Since we couldn't say it in person, a little heartfelt Video Greeting Card from us just to say, sincerely, THANK YOU was created. Visit the link here:

<https://youtu.be/AfMtBWjL4i4>.



OAKLEY COLE

SUPERLATIVE WINNER

Oakley was recognized by his peers, buddies, and managers on his 8th year anniversary by receiving the 2019 Teamwork Award.

This value encompasses so many of our values all into one and is arguably the most critical one to our success. He exemplifies teamwork daily by being flexible, positive, hard-working, gritty, and willing to learn just about anything asked of him. There's a certain respect you earn when you rise above for the greater good, and he does that. There's been countless times when Oakley stayed late, came in early, changed jobs with a minutes notice, or covered for someone. Not only does he not complain about it, but does it happily and positively. Holy grit-balls!

There's not a single partner that doesn't think Oakley clearly represents this award. It's very special when it's unanimous among your peers.

Management is so proud of his recent move to embossing to help when we needed it the most. They are inspired by him and see what he gives.

Thanks for being you, Oakley. Townsend needs more like him, especially during these hard COVID-19 times. Every day is a good day, just some are better than others - especially when he's around.



TEAMWORK



About This Superlative Award

It is given to a partner who understands we are a family, a team, a machine working in harmony toward a single goal...greatness. Teamwork is shown through actions, words, and the choices we make. Lending a hand, looking out for each other, standing up for what is right, taking action, being a leader, being a coach, thinking about what the best solution is - not the easiest, finding ways to overcome obstacles and work together are all ways that Townsend exemplifies teamwork.



townsend
LEATHER



TRICIA MARTIN

SUPERLATIVE WINNER

On the 1 year anniversary of our tree planting & salute to Louse Kucel, we honored her memory in the presentation of our first Legacy Award in her name for the Virtue of Diligence to Tricia Martin!

The passion, purpose, thought, persistence, effort-fullness, conscientiousness, care, planning, organization, and dedication Tricia gives to her work in Customer Service, Human Resources, on our Moments events planning team, on our Senior Leadership team, and throughout the company is both felt and admired! Tricia is probably the last person who needs a thank you - as this is a way of living for her - she embraces it - and yet, we think that's the very reason to let her know how much it means to us all!

Tricia, like her Aunt Louise, is greatly respected and adored amongst all partners in and out of the company! Congratulations Tricia!

We miss Louise everyday and this celebration was very special to us as we celebrate her memory and how her way of being is carried on by Tricia, as well as the many great partners of Townsend, including Donna Oathout, Sherry Cocker, and Sarah Eckler, also recognized on this day for their contributions in diligence!



LOUISE KUCEL DILIGENCE



About This Superlative Award

Diligence is having or showing care and conscientiousness for one's work and duties. It is also defined as being careful & preserving in carrying out one's tasks. This award encompasses the work of Louise Kucel that we value and so deeply miss. We honor her and those who follow her footsteps in demonstrating hard work, care for quality of work, care for people, being dedicated partner, detailed oriented, resourceful, precise in their work, and get shit done attitude.

OCTOBER 16



Boss's Day

Look what 2nd floor Stitch team surprised Tricia Martin and Sarah Eckler with on this morning. Sarah thought Rachel Hidde may have had her one year old daughter blowing up balloons at the crack of dawn today - couldn't think of any other explanation for this amazing balloon decor. And how did the colors match their flannels so perfectly?

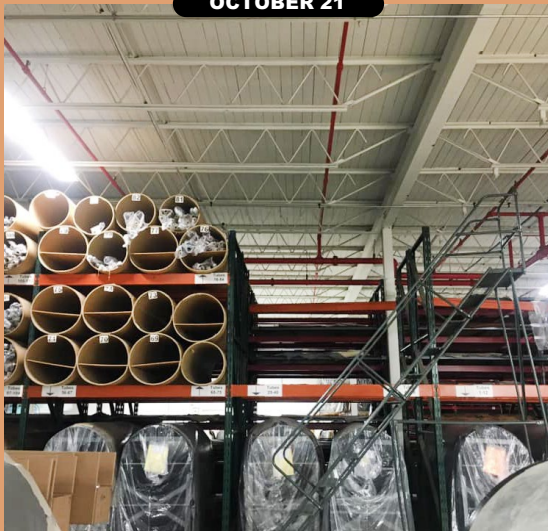
OCTOBER 19



PermaBoss Testing

Team effort to make sure the leather panels our customer sent line up just right so embossing goes in exact place they need it to. This was an embossing contract work order placed by our customer with Porsche logo and car shape logos. We used to have to send this out to be done. Now that we have the PermaBoss machine we can emboss here and ship it out.

OCTOBER 21



Moving Continues

As a team effort, steady progress was being made moving the tube inventory of Finish Stock to The Stitch. The Kaylas, Donnie Wilder, Spike Smullen and more spent hours making this move. Great work team!

OCTOBER 23



Candy Party

Due to COVID-19, we could not welcome partners' kids in to trick or treat. The Moments Team asked if partners could donate 1 or 2 bags of candy and/or help prepare candy bags for our Partners and their families to enjoy on Halloween. Thank you for your help and generosity.



Craft

TURN UP PINK FOR BREAST CANCER

OCTOBER 23



As we do each year, we turn up the pink at Townsend and think of those who are battling it, but especially for Townsend's own, Jackie Fox, who has overcome the battle herself.



Hollie King, Clara Birch, and May Issa pinkin' it up.



CJ Wilson rocking the pink for second shift!



Pink at The Stitch: Sherry Cocker, Cindy Moyer, Margaux Pierce, Mary Weber, Kelly Geiger, Debbie Brunco, Tricia Martin, and Sarah Eckler



Shipping representing pink! Dan Pitcher, Jill Santiago, Donna Oathout, and Belinda Steding



Vanessa Ninneman and Jackie Fox supporting in pink.



Dawn Finch having fun supporting breast cancer remotely.

SCARECROW DISPLAYS

OCTOBER 26



We wanted to have a little fun this October by designing and decorating a department scarecrow. Every department who designed and displayed their scarecrow received a team party of donuts and cider. Check out a few of them below.



Color matching scarecrow mixing away.



Gettin' Piggy With It!



"What A Catch" in Tipping.



"Tossin' The Pig Skin Around" in Togglng.

A GREAT PLACE TO WORK

OCTOBER 28



What does it mean to be a Great Place To Work?

Maybe to figure that out we should ask ourselves what it isn't. Being a great place to work doesn't mean that every day is easy. It doesn't mean that every day is fun, clear, or even that you leave always feeling like a winner. Sometimes it means that you have to get gritty, you have to dig deep, fight hard, and ignite a level of resilience you never knew was there.

A great place to work is a place where people feel so strongly about their product and about each other that they will not stop until both are the best they can be. It's a place where we double down on what's great, learn from what isn't, and have each other's backs while we grow forward.

It's no wonder then that this year - THIS YEAR - at a time when everything may feel a little sideways Townsend Leather was named a Best Places to Work in the Capital Region for a 6th straight year in a row.

Congratulations Partners! This would not be possible without each and every one of us fighting forward and caring in a deep way. Keep fighting, caring, and doing what you do.

FINAL FAREWELL TO KURT RUSSELL

OCTOBER 29



Many of us know the mix of feelings we have when a great partner retires. Happiness for them to rest, fish, sleep in, vacation, pursue any and all hobbies they wish and deserve, mixed with the sads of losing a great friend and partner in our lives everyday.

Kurt Mowrey really has done the transition to retirement well though, he's talked about it the past 1-2 years and went to 3 days a week, enjoying a long weekend and short work week as well as extra time in the Spring and Summer.

Some who had suspenders, beards, and hats made his last day a good day to make a Kurt impression.

Townsend will miss the hell out of his Joe Coolness, sense of humor, and the hard working and caring partner that he is by our side. We wished him well and gave him our wishes and love in person and in comments on Workplace.



Final fair well to Kurt including suspenders.



Wow! What a job Roy Willis and Chuck Curtis did on that beautiful chair we presented to Kurt.



Chris Weil, Jesse Malatino, and Joe Blackwood all learned how to put suspenders on as a tribute.

HALLOWEEN FUN

OCTOBER 30



The Townsend Leather Spooktacular event was back! A costume contest is held each year for partners to show off their costumes in an outdoor parade and the winners are selected via a costume ballot partners complete with a variety of categories. This year the winners received a gift certificate to a local restaurant. Our partners always have fun and get really creative.

Most Handcrafted



Teenage Mutant Ninja Turtles

Most Funny



Brett VanNostrand

Best Group



The Milkman and his cows - Accounting

Most Scary



You can always count on Eli Franklin to bring the Halloween scares.

Most Cute



Dr. Seuss with Thing 1 and 2



Boy Scout - Ethan Warner

Best Couple



The Shining Sisters
Sarah Eckler and Tricia Martin



Cobra Kai Duo
Jared Eckler and AJ Kucel



Laura Oare



1 Margarita. 2 Margarita. 3 Margarita.
Sherry Cocker, Margaux Pierce, and Christa Fonda



Eric Martin and Regina Manginelli



Scary Princess Zombies
Larissa Groesbeck and Marissa Strait



PB&J go together just like family,
Nina Lomanto, Maria Lomanto



Pretty Witches
Danielle Steding and Meghan Bartlett



Hollie King and May Issa
sporting Star Wars costumes



DICK & PEG'S NORTHWARD INN

SUPERLATIVE WINNER

Townsend recognized Lora, Bobby, and Patty of Dick & Pegs Northward Inn as our Outside Partner of the year! After they served us dinner, we were the only guests there and we enjoyed a quiet, intimate celebration of how much their partnership means to us!

The warm, unique atmosphere in the restaurant, the great food, and the loving, welcoming, making guests from all over the world feel at home whether our customers and suppliers, or to sharing it with you, this team always makes our time there so special!

We presented them a wonderful leather tile framed and funnily enough, this being their 50th year, they surprised us with a plaque thanking us for 50 years of support to them!

We had hoped to have a larger Townsend group go and reserve the whole restaurant for just us at one point, because normally we give this award in front of all partners at the Longevity Luncheon, but going small and intimate did make the night more special to them and us. Terry Kucel gave a nice speech talking about the salt of the earth, loving, and resilient people the Johnstons are and how much their family and the restaurant means to the Kucel family for 50 years that had everyone touched and teary eyed!



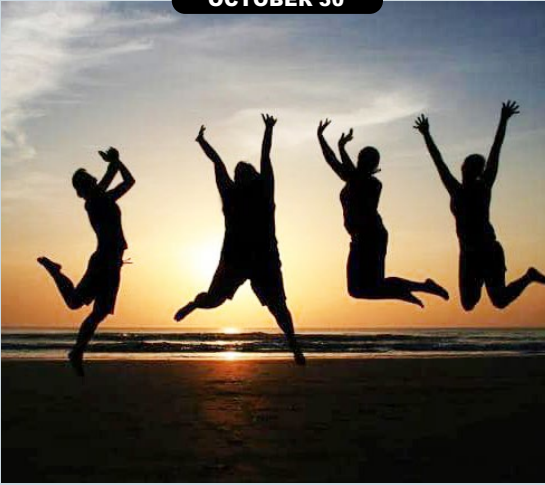
**OUTSIDE
PARTNER
OF THE YEAR**



About This Superlative Award

This is for someone who touches the minds and hearts of Townsend Partners even when they are not in the building with us. Taking on any job thrown at them. Working along us, asking "what else can we do?" Tenacious in their pursuit of excellence.

OCTOBER 30



Guess What?

Each year an AS9100 audit is conducted to allow us to be one of the only certified leather manufacturers in the world. This time it was a bit different. The auditor conducted the entire audit remotely with Anthony Smida in QC, with many other partners. After 4 days, the audit was complete and for only the 2nd time in 9 years of official audits, we did not have any conformance! Great job team!

NOVEMBER 2



Now Open In Boston

A mother-daughter, handbag company came to Townsend a few times and were very demanding on the quality, look, feel of their vac dried leathers. They wanted very natural leathers that we developed called HW Imperial, HW Fifth Ave, and HW Nubuck and had some of each leather embossed with our Special Alligator II print. Timing is probably not what they hoped for, opening during a pandemic, but hopefully they do well and purchase more leather soon!

NOVEMBER 5



Back On The Road

Kevin Kucel and Sherry Cocker took a visit to Gulfstream/Savannah for a productive meeting with their seat team. It was nice to get back out on the road and the day couldn't have gone any better.

NOVEMBER 5



Staying Ahead

Shout out to our amazing IT guy, Cody O'Meara. He created a barcode system to use on our samples that we send to Material Bank, who is popular among designers in the world. In order to expedite the receiving of material on their end they asked us to barcode the samples before sending them out. If we didn't, it would be \$0.05/barcode per sample. Thanks to Cody we are saving money and getting samples into designers hands faster.



SCOTT DAVIS

SUPERLATIVE WINNER

On Scott's 10th anniversary he was honored for his longevity and contributions in making him this year's ambassador of Initiative.

Over the years, no matter what job Scott is given – he has always tried to look at the big picture of it to see how he can improve costs, quality, usage of inventory, and time to do work. Organization and communication are important to him and he strives in setting a seamless process that looks at all facets, a big reason he was one of our finalists for the value of Ownership last year.

Taking ownership starts with showing Initiative, and whether it has been through crust stock, finish stock, or Sorting inventory over the years and the move and setup of Sorting at The Stitch last year, Scott works harder up front to make work easier after.

He earned this recognition two fold in the past year following the Sorting move and reduction C grades, he then was given the Finish dispensing job to take all his talents, initiative, organizational skills and urgency and apply them to the installation of the new dispensing machine and the future management of color inventory and allocation!

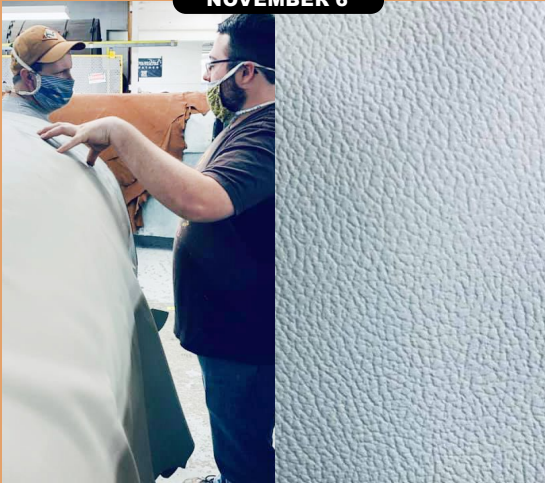
Scott is very special to Townsend and our success in how he always demonstrates great Initiative!



About This Superlative Award

Initiative is awarded to a Partner who steps up to a challenge and doesn't wait to be told or pushed, takes it on themselves. Not afraid of "stretch work" taking on difficult projects and giving it everything. Open to learning and growing into new and different opportunities.

NOVEMBER 6



Making A Plan

Dave Kucel and Tyler Saltsman setup a plan to get the Pinnacle Whistling Kettle done faster after we saw how awesome the Pinnacle Virgin Grey looked and felt! It was Eric Martin's idea to get a quick crust option in South America from Kamali to help us recover on these mock up leathers that could yield close to 100,000' SF in orders next year!

NOVEMBER 9



Not Seen Every Day

Donna Oathout was with Gary Benton this morning and seen a deer behind Building 2, in the rear parking lot. Donna shared it on Workplace saying it was "For the hunters that didn't see anything in the woods this weekend!". Lol!

NOVEMBER 10



A Great Idea

Thank you Rachel Hidde for submitting this cool sign idea to our signs group on Workplace! Special thanks to Sasha Rose for making it happen! Do you have a sign idea? Check out our group on Workplace!

NOVEMBER 11



Thank You!

On this day, we honored all current and former members of the Armed Services. Our country's greatness is built on the foundation of their courage and sacrifice. Our partners, Cameron Woodruff, CJ Wilson, Donnie Wilder, Luke Davis and Tom D'Onofrio served our country and we thank them for the role they played in keeping our country safe and for fighting for our freedom.

WHERE WE ARE TODAY

NOVEMBER 16



The possibility of changes and impact due to the pandemic have escalated very quickly in November. Everyone had seen the surge across the U.S. on the news, our Safety team continued to meet to take action. The Mohawk Valley positive tests per 100,000 had tripled, going from the beginning of November to 18 per 100,000 in the past week. Northville School closed through the remainder of the month with a positive student. As an extra precaution, we kept out any parents of kids at Northville, as this happened quickly over just a weekend, with an abundance of caution we wanted to make sure we were in front of any concerns.

Regarding sickness and concerns of when partners should be coming back to work, the State guidance had shifted – as COVID-19 testing had become much more available, rather than long quarantines, and worries about keeping everyone safe, rapid testing became available.

Safety precautions, changes/reminders were being re-emphasized by the Safety leads at Townsend. Partners were not doing anything wrong, it was a response to the increased risk of COVID-19 and Partners were respectfully asked to continue to move together, like they had done all year long. A few safety practices implemented are below:

Gathering

- Meetings and common areas had to be groups of 10 or less.
- In Building 1, the Solutions room was converted to a second break room with tables spaced out to allow for social distancing and a reduced number of partners.
- Celebration lunches had to be below 10 people and spaced out, along with discontinuing potluck or community type events.

Contact Tracing

- Partners had to continue to sign in when entering a Townsend building that was not their normal work area.
- Partners were asked to reduce traffic and use Workplace, email, or phone more often to communicate.
- Most entrances to buildings were locked.
- Visitors - if no electronic assessment or mask, no entry. Also, they needed to have prior approval to enter Townsend for a meeting, perform work, etc.

Reminders To Partners

- Mask up.
- Wash hands and/or sanitize their hands hourly.
- Clean their common areas.
- Not to come to work sick, and not return until symptom free for 24 hours.
- Daily health assessments were a must.
- Random temperature checks increased.

Getting Shit Done

- Team leads communicated to Eric Martin who they were missing each day, to help coordinate efforts across teams.
- Communicate more than usual, so partners knew what was going on.

These were all reminders to help partners stay calm, cool, and collaborative. Partners knew, did it before, and planned to continue. The big difference was it would be colder out, flu season too, but everyone was experienced and continued to move forward with precautions and together.



Partners were thanked on the TVs for following safety standards.



Ken Warner and Megan Kucel put together a fun reminder video to sanitize your hands.

NOVEMBER 17



Gorgeous!

Susan Strauss Design placed a 162 SF order for Radiance Midnight Rain in the Stingray pattern. This was absolutely gorgeous off the sprayline.

NOVEMBER 18



Good News

The outlook for December is pretty good with the target for pig being close to 400,000' SF! Toby Lamphere and Kevin Lindsley were working hard on putting into production close to 100,000' SF total for some major customers. Plenty of smaller orders in addition, and Tricia Martin was working on and order for close to 400 hides!

THE TIME IS FINALLY HERE!

The moment we have been working towards all summer long was here...the Finish Stock Department was now at The Stitch!

We had an all out push this week to move the last of the overstock tubes and the Cessna Stock to The Stitch! We opened up a lot of space for equipment moves and contract work. A special shout out to Shawn Sims, who had been our rock this week pulling and boxing up all those rolls of inventory. A special thanks to the Customer Service team who also helped, or who covered so others could help. We wouldn't be where we are today without the help from our Friends!

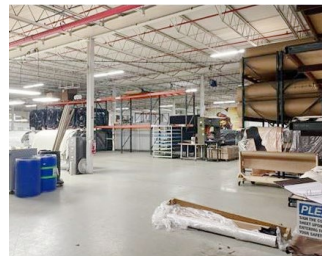
Even though we were officially moved we were far from settled. The stock had to be all unpacked and organized.

We were not currently setup to pack and ship from The Stitch yet, so add-ons had to be sent back to Building 2 to be labeled, rolled, and boxed. Finish Stock worked closely with the Measuring and Shipping teams. Great job Team!

NOVEMBER 19



BEFORE



AFTER



NOVEMBER 20

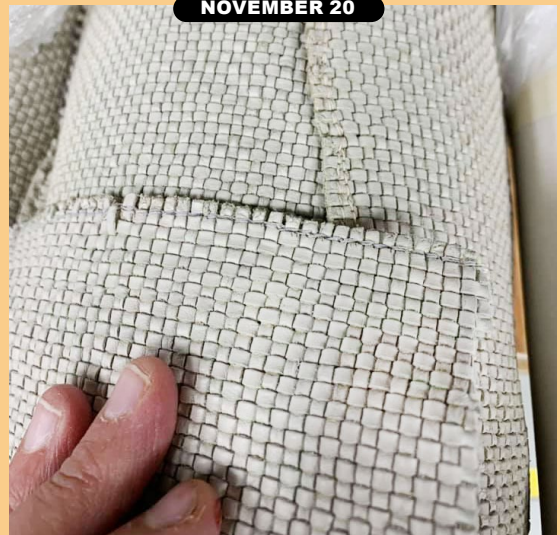


A New Addition

With so much going on in 2020 with the pandemic, new equipment, and with Finish Stock moving to The Stitch, we also built a new hanging room for our hides.

Another positive in the books for Townsend!

NOVEMBER 20



We Have The Skill

Kevin Kowalski and Kevin Kucel assisted a company that does weaving for us by fixing a stain and then adjusting the color of the woven leather panels that we had nothing to do with. It was not our leather or projects, but they knew we had the skill to help them get them out of jams with their customers.

WHERE PIG HAS BEEN & IS GOING

NOVEMBER 20



Carrie Gifford, team lead for the Shoe Contract department, informed partners on Workplace:

“As Shoe Contract prepares for 2021, we are not ready to close out 2020 just yet. We have to acknowledge and be THANKFUL for the last several months and the growth of the SHOE CONTRACT business. October was just an amazing month hitting for the first time over 300K. November we are targeting closer to 240K and we knew this due to some delays receiving wet blues by almost 2 full weeks. December is a bit lower – again we knew this, booked at 150K. Our plan is to catch up November backlog and pull in first 2 weeks of January. Why are we taking such an intense push? January is already booked at 395K SF! Yes, really. We have the potential to hit 350K SF for both December and January! LETS MAKE THAT HAPPEN – GET SHIT DONE!” She knew it was possible, it was attainable and it was going to be a challenge. It would take help from all.

Upon returning from Thanksgiving break, 6 color drums ran per day through December. 93K SF a week! Coloring came up with a startup plan to ensure the drums will be dropping. KUDOS Coloring, great initiative and flexibility to make that happen.

Dry Floor and 2nd Shift had stepped up once again and put together a rotation schedule to help pick pig and extended hours for toggling. TEAMWORK, FLEXIBILITY and STRONG LIKE BULL!

Carrie ended by saying, “Let’s not forgot all this was happening while construction is going on, moves are being made, machines are breaking down, new machines coming in, COVID-19 is heightening, and partners are feeling fatigued. But let’s remember this was exciting! To be a part of this monumental growth of Shoe Contract – how AWESOME. We GOT THIS. Remember: Be KIND, be SUPPORTIVE, and be there for ONE ANOTHER.”

THANKFUL FOR A WHILE NOW

NOVEMBER 25



Townsend Leather has been focused on feeling thankful for a while now, and this week gave us even more reason to feel all the love, joy, and thanks that is bubbling inside of the collective us.

But, even more important than awards, we are endlessly thankful that we get to do the work we do. That we get to work with the people we do. That we get to work with and for the customers we do.

Especially this year, we are thankful that through smart planning, careful attention, and an incredible team of dedicated Partners, we are growing.

We are open. We are staying open and we are strong.

As the pandemic rages on, we know how important it is to keep everyone safe, healthy, and keep things moving forward. We are thankful we have been able to get equipment, PPE, and new procedures in place and have them nearly perfected through months of routine now. We are thankful that we have been able to utilize the talents and passions of our team to make sure that we are keeping ourselves and our community safe, doing great work, and putting ourselves in a position where we are actually growing.

We are looking forward to growth over the coming months as we have invested in new machinery and are always putting effort to continuously improve our process and products. 2021 looks to be a big year for us as we take on new projects and push out even greater crafted leathers. We are looking right now, to grow our team by a large handful of awesome Partners, and we know that is a unique position to be in through all that is going on this year.

We look to spread joy.

Joy for the future, joy for the things we have overcome, joy for the challenges we know we will face – but can do so with the support of each other. Joy to you, our customers, families, fans, and friends. Because of you, we are able to come to work each day and do the craft we love. We are able to make the world's finest upholstery and shoe leather with passion, because of the people we do it with and the people we do it for. So, thank you!



Terry Kucel shared the below on Workplace to all of Townsend Partners with this photo.

“Barb and I send you all our best wishes for a Happy Thanksgiving. We are grateful for each one of you and for your craftsmanship, hard work and support for Townsend and each other. Blessings to you and your families this holiday season. Looking forward to celebrating happier times with you.”



HOLIDAY SPIRIT IN COLOR

DECEMBER 4



Yes it's still 2020, and we are fighting that good fight!

It was nice once again to have some fun while getting it done and to end the week showing our holiday spirit in color.



Eric Martin and Jeremy Douglass.
Who wouldn't want sneakers made with this color? It's gorgeous to look at even all wet!



Sasha Rose, Meghan Bartlett, and Chris Oare together in spirit.



Mike Husted, Sr. and John Hill wearing Townsend Ts in spirit.



Thom Dona and Jared Eckler sporting Christmas Ts.



Pam Goldswor and Monica Carey look cozy in their holiday wear.



Sarah Eckler, Kelly Geiger, and Sherry Cocker in buffalo plaid.



Kevin Lindsley and Tommy Carter having fun working together.



Thomas Horan, Oakley Cole, Jared Eckler, and Spike Smullens in spirit toggling.



Rachel Hidde, Danielle Steding, and Margaux Pierce capturing a memory.



Ken Warner and Belinda Steding with Frosty.



Rick Allen and Mandie Kolakowski at The Stitch.



Ed Bauman, Sr. and Clara Birch are always pals.

CAUGHT UP WITH PRISM PURPLE

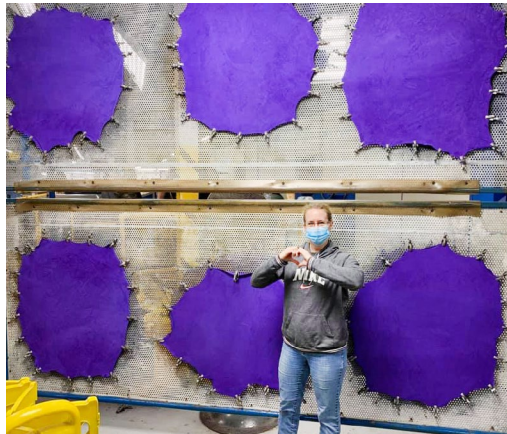
DECEMBER 8



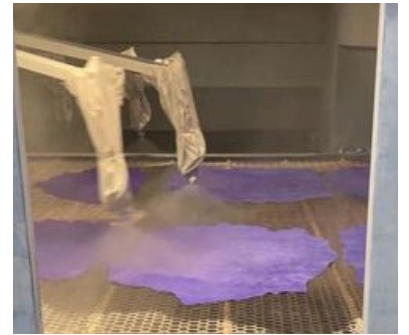
The color purple has a lot of fans and no wonder, it is beautiful in all steps of production.



Who wouldn't want sneakers made with this color? It's gorgeous to look at even all wet!



Rebecca Danelorich caught up with her favorite color, Prism Purple at the toggle boards.



Coming down the sprayline.



Pretty all in a pile on the pallet.



Laura Oare taking the Prism Purple skins off the staker.



The Prism Purple order is complete.



Beautiful SKOs

DECEMBER 8

Look at these Foundation Cowhide Barn Red & Burgundy SKOs. We received a request for Stacy Garcia Foundation in a color tone similar to the 2 fabrics pictured. Alison Martin got this request late on a Friday and all we had to work with were the pictures. Plus, the customer was asking to have them ready for a meeting with their client allowing just 4 working days to get it done and shipped for a Saturday delivery. Pat Davison and Chris Oare jumped on this and gave it to Sarah Eckler the very next day! They were beautiful. Thanks so much guys for always doing all we can to deliver the very best!

THE #1 AVERAGE

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LEATHER



Linette Paciolla

DECEMBER 14

On this day we celebrated Linette's 15th anniversary. Linette is one of the great partners that not only lives all our values but has helped inspire, define, and raise the expectations of what our values can be! She is a consummate example of caring, being supportive of others, and always thinking of the team and others first!

Add to her giving and kind nature a knack for creativity, organization, problem solving, and hard work - and it's easy to see why everything and everyone she has touched in her 15 years has been made more beautiful! Thank you for all you've done in your first 15 at Townsend!

AN OLD ORDER FINALLY SHIPS

DECEMBER 15



We were so excited that one of our oldest orders in house was shipping the next day.

Sarah Eckler gave Joe Paciolla and Shawn Czadzeck a shout out for their many, many hours of work on this one.

This order started back in November 2019 when Jill Santiago was in Customer Service. It was supposed to be for hand-painted Abstract Art panels we would produce in our Tipping Department. Through much back and forth with the designer, and upholsterer, this order had many changes of direction. To get the exact look, coloration, and lining up of the squiggly lines the designer wanted, we ended up suggesting we change to digitally printed application for better reproduceability from panel to panel.

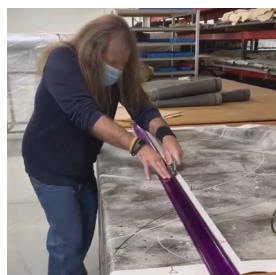
We discovered the panel sizes originally approved were too small, so Shawn had to resize everything and essentially hand paint layers of the design on in the computer, tweaking color as the designer gave input. Then, Joe had to work with the digital printer to execute this and had to hand cut panels multiple times to work on the printing machine and before we shipped. This is the shortened version of the story.

Sarah had not spent so much time talking about a singular order for 13 months in ages, if ever. But, so glad there is a happy ending. Joe and Sarah cut, labeled, arranged them all into sets, readying them for shipment the next day, with artwork file hard copies in each box, so when the upholsterer got them, they knew which panel is which and how to wrap them.

With Shawn's awesome artwork, that even showed the upholsterer where the center is, we knew these will look amazing in their final application. 7 sets of 5 panels each will be upholstered as headboard panels in the Las Vegas MGM Casino and Hotel private suites. This was a lot of blood, sweat, and tears for many over the last year but no one worked harder on this than Joe and Shawn. They never gave up even when Sarah wanted to. We are very proud of you both and thankful for your persistence!



Each panel had to be cut down when returned from the digital printer.



Joe Paciolla cutting down 7 sets of 5 panels.



Shawn Czadzeck laid out the artwork showing the upholster which panel was which.



Shawn provided detailed notes of where the center of the panels were.



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on Leather, Expanded
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designers
dreams.



THE TECHNOLOGY IS NOW OURS

DECEMBER 16



Taslim Yousaf and Neal Lang were proud and excited for our newest investment, the vacuum dryer.

Other companies may have a similar machine, but, no one has this type of customized Vacuum dryer. Townsend Rocks!

In early November, the vacuum dryer left the factory on a two week voyage and arrived at port in the US for Townsend.

On December 3, big things were happening at Townsend preparing for the vacuum dryer by laying a cement floor and moving the crust staker.

Then, on December 10, the new dryer was being moved into its new home via crane and various pieces of equipment for it was being unloaded at the dock of Building 1.

This day here, dreams were finally becoming a reality. What an impressive piece of equipment and modification to this space! Luke Davis told Jared Eckler that everything went as he hoped, Taslim Yousaf said the installer said Luke was one of the most impressive site leads he ever dealt with. Organized, urgent, focused, and all about the getting the job done quickly and well! Nice job Luke and team!

Jared had fun visioning out the set up, training, capacity, safety, and the next steps with Neal Lang and Taslim. The pride and ownership Neal and Taslim have for the machine and the work we will attain with it is sweet to witness.

Taslim raved, “Now, we have the biggest and most modern vacuum dryer in all the states!” He further added, “Our rollercoaters and the two new color drums are also the largest and most modern in America!”

Partners like Taslim, Luke, Neal, Tim Beckett, Jared and Eric Martin worked so hard for this and are so proud of this investment in our equipment and the technology! In the end, all of our partners have worked hard to make this possible, giving us the ability to invest and add to the confidence in our future!

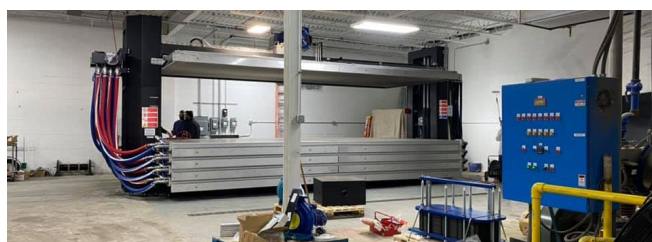
We aren't shy about wanting to make the best leather in the world, so why be shy about feeling pride in having the best resources to do so, like Taslim? We are blessed to have all we do, in our team, facilities, and equipment and we are excited for what lies ahead in our future!



Cement truck arrives to start laying the floor for the new vacuum dryer.

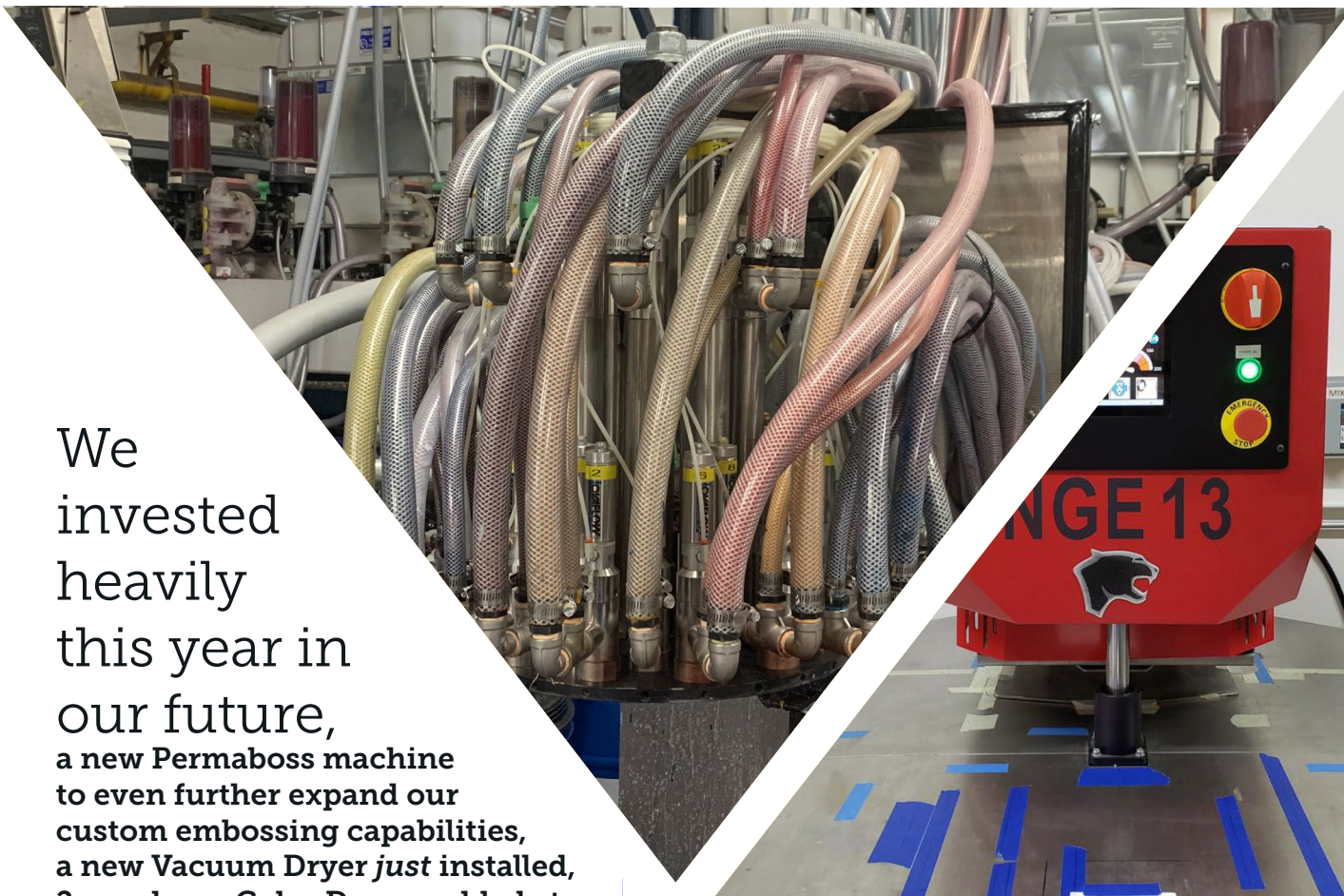


With great precision the crane lifts and places the container.



The vacuum dryer is carefully slid into the dock door and placed into its new home in Building 1.

We invested heavily this year in our future, a new PermaBoss machine to even further expand our custom embossing capabilities, a new Vacuum Dryer *just* installed, 2 new large Color Drums added at the beginning of the year, a new Finish Dispensing unit, a new Drying Room, a Whole Hide Set Out machine, *more* Drums and equipment on the way, and the relocation of our Finish Stock to a larger, climate-controlled space at the Stitch as we continued to add colors to our stock this year.



Christmas Shopping for a Cause

As some of you know, Holly Hamel's husband was recently diagnosed with Guillain-Barre syndrome, leaving him without feeling below the waist and minimal feeling in his hands. He is currently receiving therapy in an assisted facility and is advancing toward and has a long road ahead of him. To show our support for Holly and Bill and raise some funds for them during this difficult time, we invite you to do some Christmas shopping for some Townsend Leather Marketing's Giveaway Items. These items make great Christmas gifts or fun stocking stuffers! All proceeds will go to Holly and Bill.

Please contact Alison, Rachel, or Sarah to order any of the giveaway items while supplies last!

<p>\$20</p> <ul style="list-style-type: none"> Townsend Leather Handbags 	<p>\$20</p> <ul style="list-style-type: none"> Townsend Water Bottles Wristbands Wool Socks 	<p>\$5</p> <ul style="list-style-type: none"> Leather Tote Wool Socks Wool Caps Wool Scarves
<p>\$3</p> <ul style="list-style-type: none"> Pair of Earrings Pair of Ornament Earrings Leather Bracelet 	<p>\$2</p> <ul style="list-style-type: none"> Cozy Socks Wool Socks Wool Scarves 	<p>\$10</p> <ul style="list-style-type: none"> Leather Bag Wool Socks Wool Caps Wool Scarves
<p>\$5</p> <ul style="list-style-type: none"> Wool Socks Wool Caps Wool Scarves 	<p>\$10</p> <ul style="list-style-type: none"> Leather Bag Wool Socks Wool Caps Wool Scarves 	<p>\$10</p> <ul style="list-style-type: none"> Leather Bag Wool Socks Wool Caps Wool Scarves

Shopping For A Cause

DECEMBER 16

Partner, Holly Hamel's husband, was diagnosed with Guillain-Barre syndrome, leaving him without feeling below the waist and minimal feeling in his hands. He has a long road ahead of him and Townsend came together by doing a "Christmas Shopping For A Cause" fundraiser by selling various leather items, like handbags, earrings, pencil cases, and more!

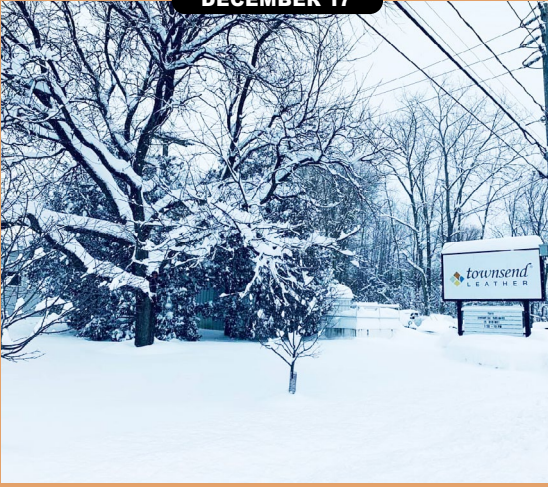
We raised \$1,233 for Holly Hamel's family! Thank you to all our Christmas shoppers and those who made straight donations! Townsend Strong!



On December 20th, Bill and Holly posted this on Workplace:
"Bill and I want to say thank you all for the Christmas collection. This was such a thoughtful gesture, and we appreciate every one of you! Bill and I are very happy he is home for Christmas, thank God! With all our love, Merry Christmas and a better 2021 New Year!"



DECEMBER 17



Record Snow Fall

An intense band of snow fell up north and west of Albany, NY with rates close to 4" per hour and most of the snow fell only in an 8 to 12 hour period. The old daily record was 11.1" and the new was now 22.9". A top 10 of all time.

DECEMBER 17



What's Going On Here?

When Jared Eckler was pulling drum 8 and Gary Benton opened the dock door. It's nice and warm inside the drum. Lol!

HAT & SOCK DAY

DECEMBER 18



Partners had fun and showed off just a hat or pair of socks, but then there were others that went all the way. Great job!



Clara Birch has it going on with her hat, mask and socks.



Dawn Finch had the hat game going on remotely. Awesome!



Hollie King is really going all out in this selfie.



Kayla Savage and Kylie Manoogian are wearing their festive socks.

DECEMBER 18



Mood Boards

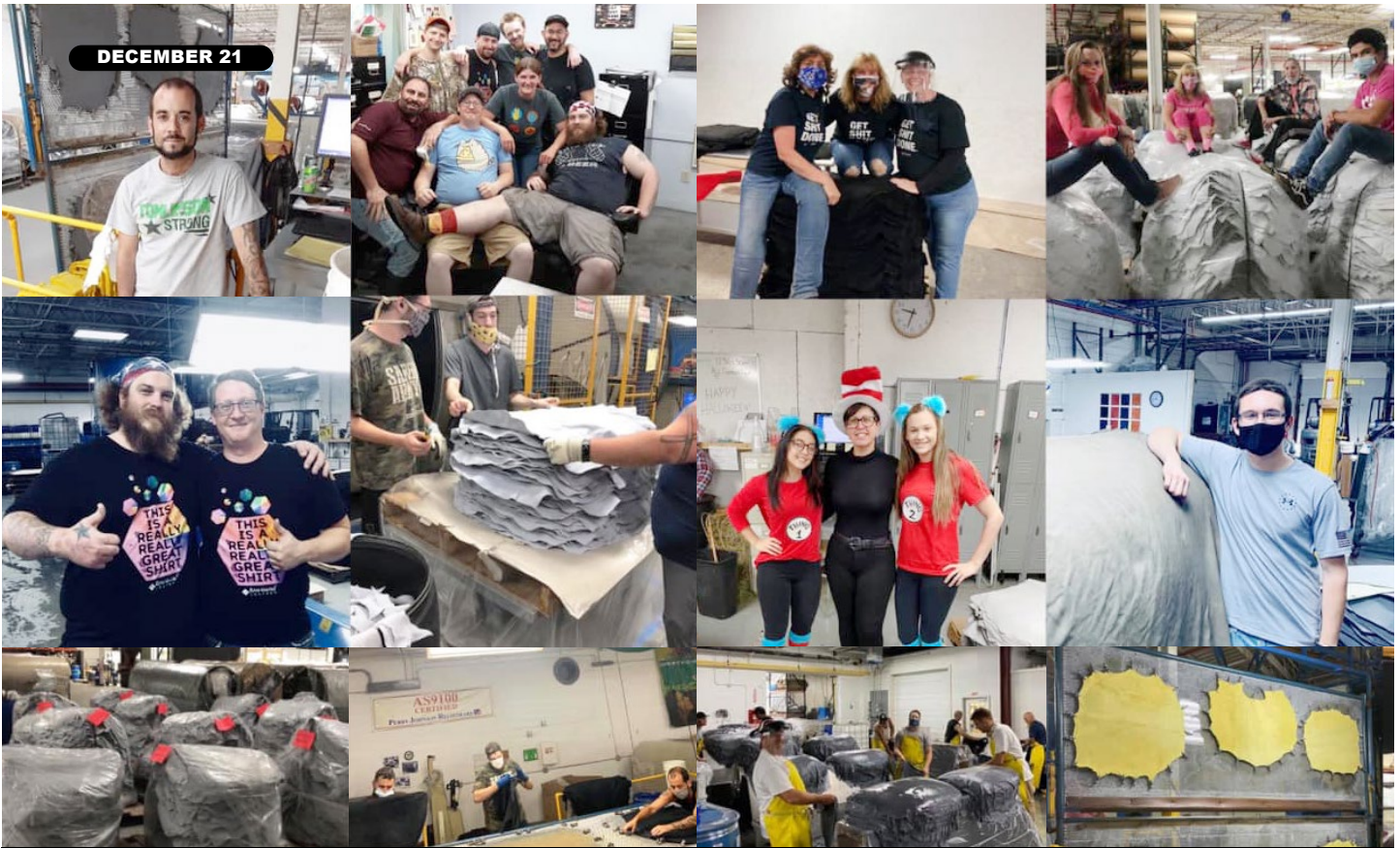
All throughout the year Marketing prepared fun mood boards to post on our social media pages. Time was spent picking out the leather, wrapping them on boards and then finding accessories to go with them to make them look amazing. This example was called “Winter Wonderland”. Great work!

DECEMBER 21



Take A Load Off

In the Hammetts Hotel lobby, you can rest your back on our Nubuck Gaufrage Cypress Persia leather! This year they had their grand opening and welcomed guests from near and far to their dreamy, waterfront hotel in Newport, RI.



PIG, COLORING & DRY FLOOR TEAMS

SUPERLATIVE WINNER

In a year when our cow sales were down, we depended on our business with Wolverine more than ever to provide the work we needed to pay for labor and overhead and other expenses as we had never before.

Pig leather and everyone who worked closely on it had a shining year and seemed an obvious choice. In October, we shipped over 300k in pig footage, our best record ever! The teams involved faced endless challenges and obstacles with raw material, cross-training and evolving staffing needs, and increase in drums run for just pig. Our Pig Contract team (now called Shoe Leather Team), lead by Carrie Gifford, worked tirelessly to achieve record numbers.

Our Coloring team was challenged more than ever before to increase output and efficiencies. Our Dry Floor and 2nd Shift teams rose to the occasion, working hard to keep up. And some of these Partners even made their television debut in National Geographic's Made In A Day series! We did our best to include as many Partners involved as we could in photos but know we missed some. Please know even if you are not pictured, your contributions meant so much and are truly appreciated!

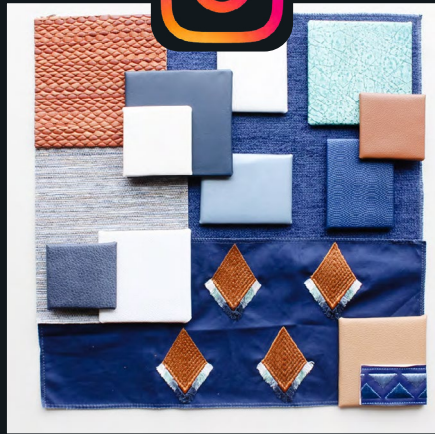
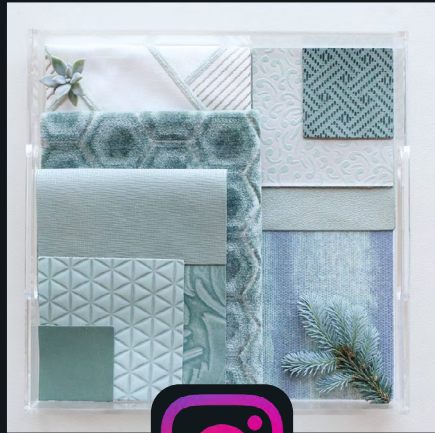
Thank you for Getting Shit Done in such a challenging year. You all make us proud and something tells us, we ain't seen nothing yet on the shoe leather front, as 2021 stands poised to be an ever bigger record-breaking year!

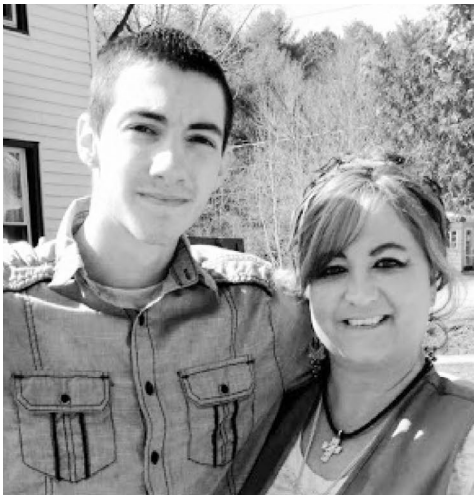
Congratulations and a huge thanks to all of this year's GSD winners!



About This Superlative Award

It is awarded to a team that thinks and acts on those thoughts. Looking ahead, anticipating, and taking action. Self-motivated with focus and clear priorities, acting on





We love what we do, who we do it with, and who we do it for.

The entire Townsend Leather Team considers themselves Customer Service Team Members because each Townsend Partner is passionate about creating great work and working as a team to delight our customers.

Get to know a little bit about the people that make this beautiful leather possible.





“ESSENTIAL WORKER” TEAMS

SUPERLATIVE WINNER

This year, this award goes to those individuals who were truly our own Superheroes during this pandemic, our own “Essential Workers,” if you will. Our Sanitation Crew who made it possible to reopen and stay open with new and increased sanitizing routines and procedures, lead by Kayla Savage, David Kucel, and Oakley Cole throughout the year, the crew of cleaners over the many months including Gabby Strait, Elsa Buseck, Danielle Steding, Danielle Smith, Kelly Geiger, May Issa, Jordan Siarkowski, Chris Smullen, Rachel Hidde, Belinda Steding, Marissa Strait, Dustin Burroughs, Ed Bauman, Jr., Holly Hamel, Kaden Steele, Shawn Sims, Maria Lomanto, Rick Allen, Donnie Wilder, Jeremy Douglass, and Heather Van Buren ordering supplies. Megan Kucel and Shawn Czadzeck for signage and communication efforts related to cleaning and many other new procedures. Cody O’Meara for all the IT support we needed created, such as, the daily assessment.

For our initial masks and also gowns, that were cut for a local hospital, thank you to BJ Smith, Kevin Tomlinson, and Eric Martin who worked over the shutdown on these essential items.

For our essential work of payroll and endless PPP loan paperwork, Mary Weber (who never took a day off even when we were shutdown), Cindy Moyer and Tim Beckett.

Our Health and Safety COVID-19 Task Force, Anthony Smida, Eric, Tim, Tricia Martin, Jared Eckler, Dave, Megan, Sarah Eckler and Pam Goldswor who all spent endless hours strategizing how to keep partners safe and dealing with unknown questions from Partners of all kinds, that there is not a handbook for and keeping up on new guidelines and numbers non-stop.

Many other partners have since stepped up to participate in sanitizing and we thank you, too! Thank you to all mentioned for taking on extra responsibilities, extra stress, and extra worries. You kept us safe and made us feel comfortable coming to work each day.



SUPERHERO



About This Superlative Award

This is awarded to a Partner that maintained an unwavering faith in the company’s ability to achieve. A passion for Townsend’s mission and values and a sense of ease at spreading that passion to others.



REBECCA DANELORICH

◆

SUPERLATIVE WINNER

Whether Rebecca was leading huddles last year as our Lead Connector, going over schedules, projects, and metrics with all production team leads, teaching and helping others with system process, creating reports on anything and everything for decision making and data analysis, learning processes all over the company to help in a pinch, or to help make that job function better, writing notes from meetings, posting on the whiteboards or Workplace, or cheering on others in person, through shoutouts, first downs, or on Workplace. Rebecca is one of the most valued and respected communicators at Townsend and is well deserving of being this year's Ambassador!

Her work and knowledge of accounting, systems, inventory, processes, nearly 20 years of working inside the company, and her grasp of all of our values and culture along with her Grit and Initiative makes her a perfect fit in an open role as one of our production leads and Lead Connector.

She is trusted to look for areas to help like she has done in Shipping this year, or in how she communicates daily on our new orders, always adding personality, enthusiasm, perspective, and facts or history on customers, colors, and experiences!

Congratulations Rebecca and thank you so much for all you do!



COMMUNICATION



About This Superlative Award

Communication is one of our original and most important values, and is continually redefined. Where communicating a lot of detailed, timely, and at times under pressure info politely, accurately, pleasantly, and above and beyond what is expected.



 *townsend*
LEATHER



SHERRY COCKER

SUPERLATIVE WINNER

Partners in the company like Sherry, already went well beyond a job description writeup in what she could or would do for the company, our customers, or partners – she acted like she had a bigger stake in our success than just her job, she took pride in her work, our leather, relationships with customers, the company’s reputation and culture, and the partners inside it - she acted as if her name was on the box. When you own your work, you don’t make excuses, you find solutions, and you work your tail off to achieve it with and for others.

Sherry is a Gold standard for customer service in the way that she extended Customer Service to Sales, two roles for decades that were separate and often female in Customer Service, male in Sales. She bridged that and helped manage major relationships on her own like Cessna with less and less help over the last decade.

Detailed, knowing where all her orders are, knowing all our products, having a perfect color eye, and a confidence in knowing what great leather looks and feels like, and challenging production when it isn’t. A roll up her sleeves and help out anywhere attitude, she learned from her earliest days as we began to grow into the company we are today, one day you are in accounting, the next you could be trimming hides, or working in shipping! Emails, texts, at night, on the weekend, staying late, coming in early – Sherry wouldn’t ask of anyone anything that she wouldn’t do herself if she could, and if she could she would!

Sherry’s awesome efforts are totally deserving to be our Ambassador of Ownership. Congratulations Sherry!



OWNERSHIP



About This Superlative Award

Ownership is a higher form of accountability - way more than just doing your job - this is all about going above and beyond in meeting any issue, opportunity, and or challenge aplomb. Taking ownership has little to do with us as individuals, and everything with doing what will ensure the success and fulfillment of all partners (customers, employees, and suppliers) and the company.

LET YOUR MIND GROW

A good book is a gift to your mind and soul, a good leather bookmark is a gift to your hand and sanity.

There is something beautifully poetic about the connection to nature in a book and a leather bookmark and having them both transformed from nature to nurture. A paper book nurtures your mind with stories and information, while a leather bookmark nurtures your mentality by making sure you don't feel crazy each time you pick up the book looking for where you last left off!

We wanted to take a moment to share this simple, yet luxurious gift of a Townsend Leather leather bookmark with you, but also the gift of great book recommendations.



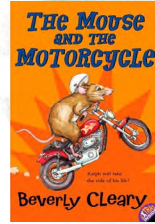
Here is what some of your friends at Townsend Leather are reading, recommending, and loving right now...

TOWNSEND RECOMMENDS

TIM

DEVIL IN THE WHITE CITY
BY ERIK LARSON

I just finished this. It is not a new book, but a good read.



JOE

THE MOUSE AND THE MOTORCYCLE
BY BEVERLY CLEARY

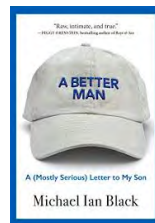
I was looking for something different and short to finish while I exercised, so I found *The Mouse And The Motorcycle* by Beverly Cleary! I read it all (158 pages) in one session and didn't love it like I did when I was probably 8-9 when I first read it, but it was a fun book!



JARED

HUMANKIND
BY RUTGER BREGMAN

I had a hard time putting this one down this weekend, inspiring take on the goodness of humanity.



SHAWN

A BETTER MAN
A MOSTLY SERIOUS LETTER TO MY SON
BY MICHAEL IAN BLACK

Heartfelt and funny, an exploration into what it means to "be a man".

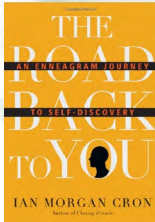


Here is what some of your friends at Townsend Leather are reading, recommending, and loving right now...

TOWNSEND RECOMMENDS

SARAH

OPEN BOOK
BY JESSICA SIMPSON



RACHEL

THE ROAD BACK TO YOU
BY IAN MORGAN CRON

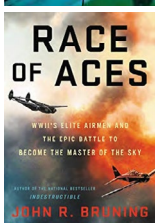
A fave that I've "read" recently... *listened to an audible of course*, it's much faster! :) It talks about 9 different engram "types", how people within each type act at when they're at their best and tendencies we fall back into when we're at our worst. It has helped me with learning about myself and others. I'm personality type 9, *The Peacemaker*.



ALISON

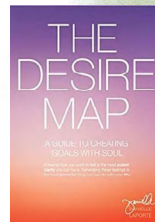
LITTLE FIRES EVERYWHERE
BY CELESTE NG

I haven't actually read this yet, but is on my to-read list, when I can. It's also a HULU series with Reese Witherspoon and Kerry Washington, both of who I love!



RON

RACE OF ACES
BY JOHN R. BRUNING



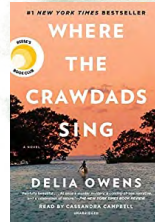
Here is what some of your friends at Townsend Leather are reading, recommending, and loving right now...

TOWNSEND RECOMMENDS

DANIELLE

THE DESIRE MAP
BY DANIELLE LAPORTE

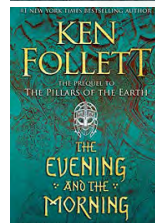
My Current Book! A quote I pulled while reading last night, "Awareness is realizing our life could always be better. Growth is doing what it takes to make it better."



TRICIA

WHERE THE CRAWDADS SING
BY DELIA OWENS

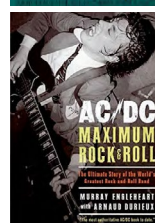
This was a good one I read this summer and would recommend!



AJ

THE EVENING AND THE MORNING
BY KEN FOLLETT

This is a book I am really excited for. It actually came out today and is a prequel to my favorite book of all time, *The Pillars Of The Earth*.



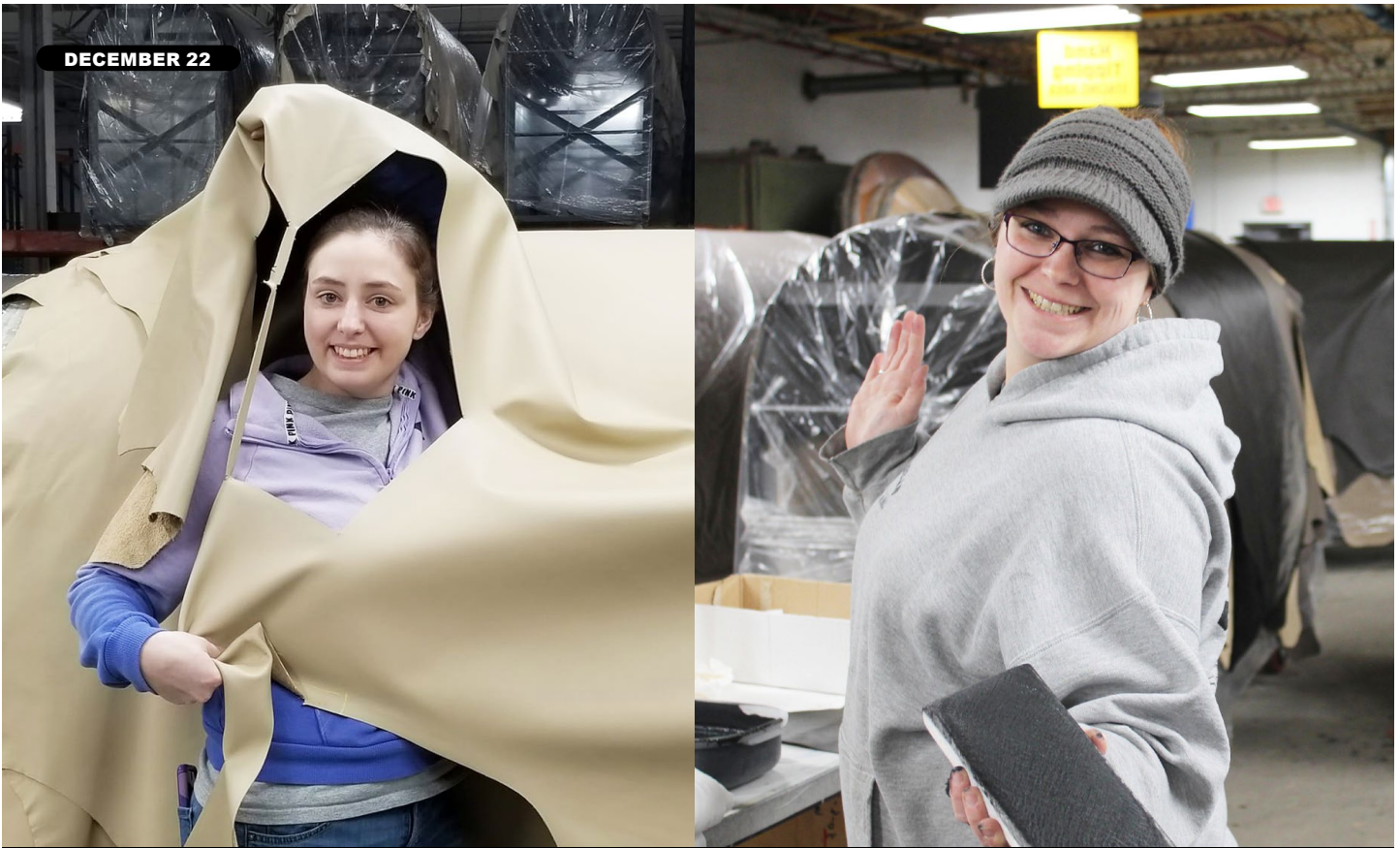
JOE

AC/DC MAXIMUM ROCK & ROLL
BY MURRAY ENGLEHEART WITH ARNAUD DURIUEUX

This book makes me wish I could meet singer Brian Johnson, as I bet he is a very humble, down to earth, and funny guy - especially considering he is *only* worth 90 million!



DECEMBER 22



FINISH STOCK

SUPERLATIVE WINNER

Congratulations to this year's winners of the team that ROCKS, Finish Stock! These two partners, Kayla Hayes and Kayla Romano, worked relentlessly to ensure that our finished inventory was moved quickly and efficiently to its new home at The Stitch. Not only did they physically pull thousands of hides, but they reorganized them by product, cleaned the dirt and dust off the tubes, verified inventory against our system, and still got every customer order out the door on-time! This was no easy job in such a crazy year of sicknesses, school closings, and being needed to work in other departments. They worked together as a unified team, supporting each other and splitting up the tasks by each other's strengths. They kept each other informed, even if the other was away for a day or two. They never missed a beat to complete this massive challenge.

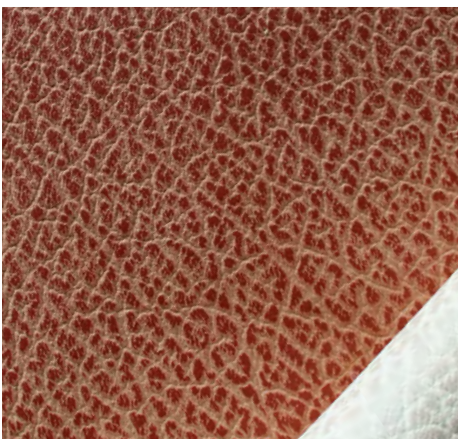
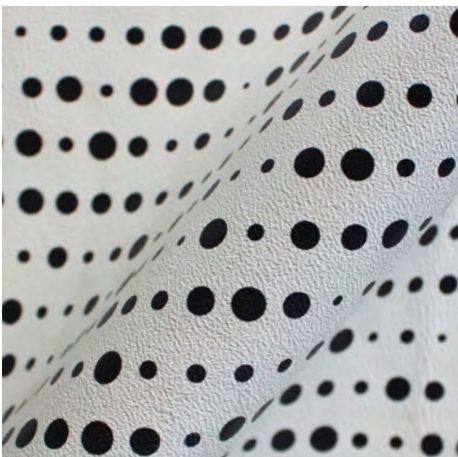
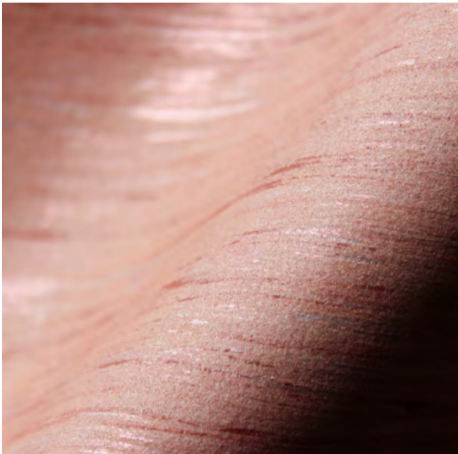
The Kaylas are similar that they both respond to any customer request with urgency and care. It was common to see them loading up hides into their personal cars to get the work done and not waiting for the truck to be available. Holy accountability and grit!

We can't thank them enough for their blood, sweat, and tears to get us to the next phase for our future. We were sad to say goodbye to the Kaylas as they are moving on to new endeavors, but wish them well on their next adventures. We hope our paths cross again in the future.



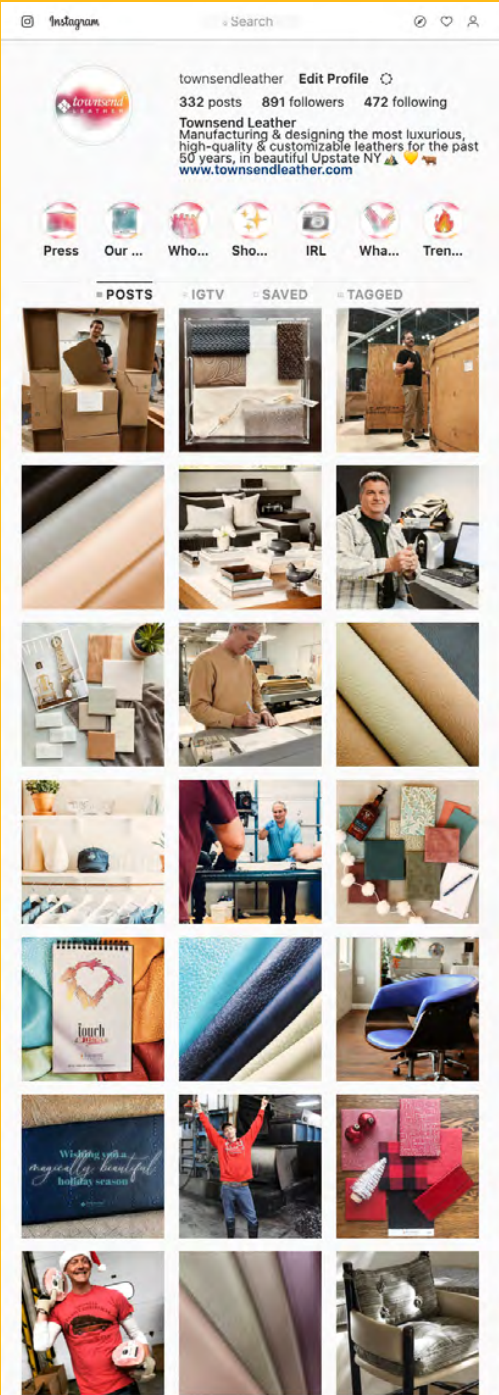
About This Superlative Award

The Rocks Award is awarded to Partners that are focused on collaboration in an effort to create something amazing. Through words, actions, and goal-focused attitude these Partners generate a positive vibe around them, giving the team a feeling they can overcome any challenge.



Trends, products, leather, be the first to see it, on our Instagram page.

<https://www.instagram.com/townsendleather/>



DECEMBER 23



Generous Times

We extended a huge thank you to all of those who generously shopped for local children in need of some extra love this holiday season. The people that we connect with from The Family Counseling Center to make this happen are continually overwhelmed with how gracious Townsend is. They shared this message with us: “You are amazing in coming to us every year and adopting kids from our families that we try to empower yearly. The families and so are we, forever grateful for your kindness generosity.”

Back on December 14th, our friend, Courtney Javarone from Catholic Charities expressed they’re sincere gratitude and appreciation for our donations to their Holiday Toy Drive. Partners donated new, unwrapped toys to help local families in need during the holiday season. When families came into the pantry for food they could now pick up a new toy for their children. Again, thank you Townsend Partners.

DECEMBER 23



Pandemic Santa

A surprise is always good! Report from the North Pole, Pandemic Santa enjoyed making the rounds at Townsend.

“Surprised faces, laughs and twinkles in yours eyes today! Puzzles and candy canes for all that were nice and a flashy sport coat that made you look twice. It was good to see everyone that I don’t normally see have a fantastic holiday season from me! If I missed you today just sit tight I’ll be around again on Santa’s big night!” - Pandemic Santa



Regina Manginelli, Pandemic Santa, and Marissa Stuart in the QC lab.



Pandemic Santa with Tricia Martin.



Danielle Steding, Pandemic Santa, and Sherry Cocker at The Stitch.

ANNUAL UGLY SWEATER DAY

DECEMBER 24



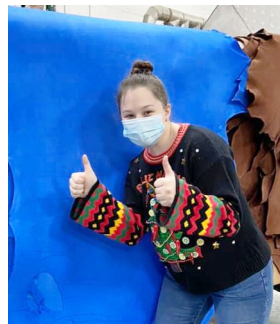
Partners joined in the fun and wore their ugliest Holiday Sweater, shirt, and/or pants on Christmas Eve and posted pics to fill our last day before shutdown with goofiness and smiles.



Charlene Walters, Kayla Savage, Carina Oare and Laura Oare grouping in ugly sweaters.



Jeremy Douglass, as Santa, and Anthony Smida having fun.



Carina Oare posing with her favorite color.



Sasha Rose and Joe Blackwood capturing a memory.



Larissa Groesbeck and bestie, Marissa Strait, in style with their ugly sweaters.



Partners in QC, Regina Manginelli and Margit Stuart



Tricia Martin, Christa Fonda, Sarah Eckler, and Kelly Geiger hanging on to Kevin Lindsley for a fun group shot.

ANOTHER STEP TOWARDS 2021

DECEMBER 30



2021 at Townsend will undoubtedly bring us lots of challenges, opportunities, and changes for the better and for our collective futures.

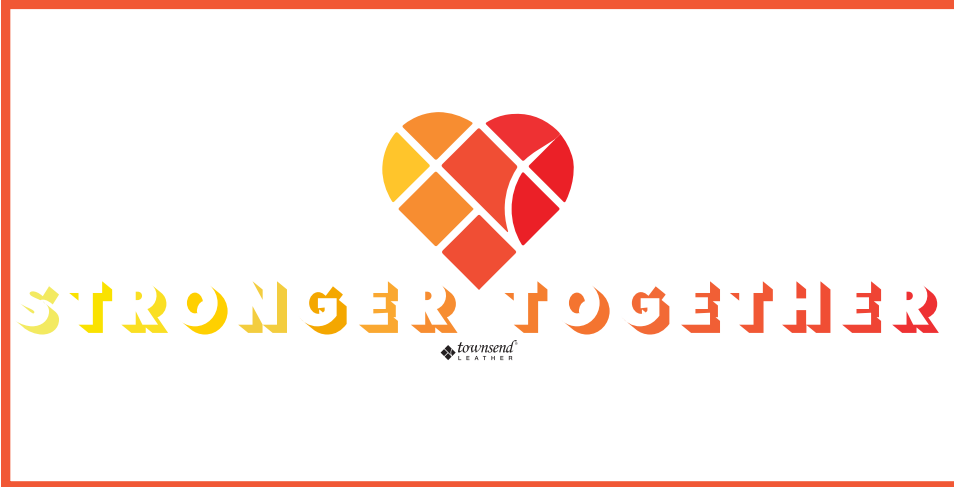
One change that is now in the early stages, is the plan to move the Sample Department from Building 3 to The Stitch. When we first decided upon the new building, we had hoped there would be room for Samples as our dream was to bring them closer to Customer Service, Sales, and Marketing. For almost a year and a half now, we have made it work with sending requests digitally to them and they have made sample drops to The Stitch multiple times a day or Stitch partners have taken turns delivering and picking up.

We will be moving their work stations, clicker cutters, grommet machine and more over to The Stitch in the coming weeks and months. Freeing up the space in Building 3 will allow us a home for the new machinery and raw material that will be needed for our expansion into producing more shoe leather.

We have lots of work to do but this will be a great change with lots of benefits that will pay off for growth and expansion in 2021.



Samples bins now at The Stitch on Floor 2 from the Sample Department in Building 3.

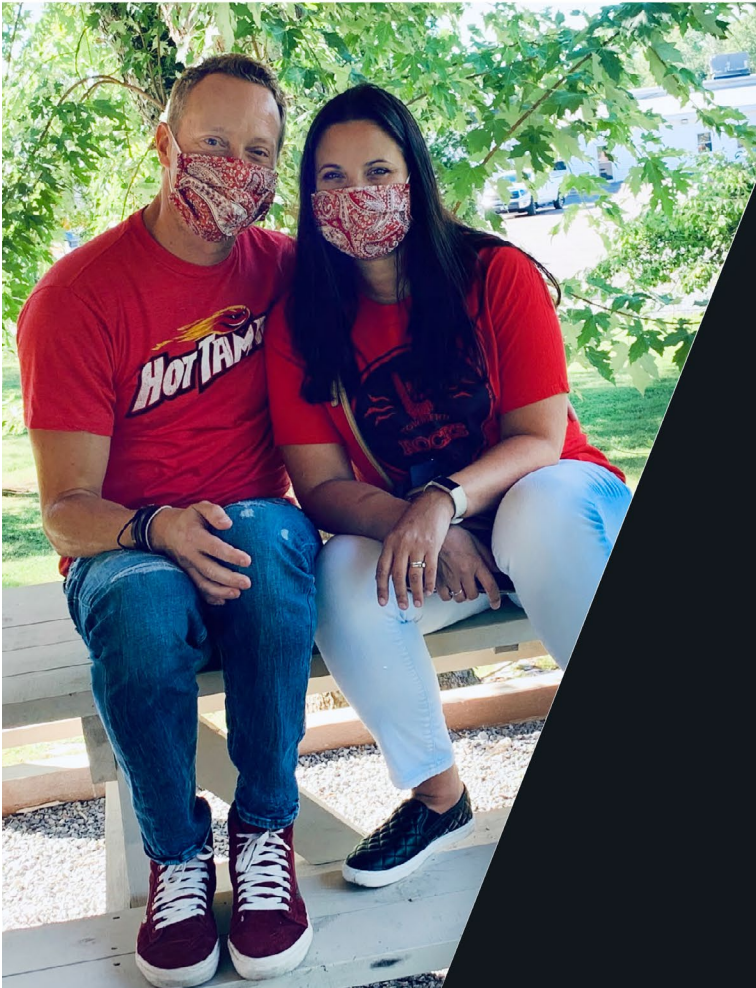


Not only did our team survive a tough year, despite the odds at times, we thrived.

We believed in each other and our future and though we weren't experienced with the hand dealt us this year, the history of this century so far has seen each decade begin tough, only to give rise to a growth in our business and team over that decade!

The challenges and changes made us stronger, giving credence to the quote a few of us shared over the year, *"each setback is the setup to our comeback"* and to another one we shared with customers and partners, *"Stronger Together."*

Love, Jared



To all our partners, customers, suppliers, and our employees - **thank you!** Thank you for your support, trust, confidence, fight, for us and each other - we truly are stronger together and very much look forward to all our comebacks together over 2021 and this decade!! Wish all the very best Holiday and New Year wishes!!!

- **Jared Eckler**
Townsend Leather President

Who is Townsend Leather... At Townsend Leather, we have a passion for leather, luxury, and design. Our design-driven philosophy allows us to offer creative and innovative leathers along with virtually unlimited opportunities for customization. With 50 years of experience working with designers in the residential, hospitality, contract, aviation, and transportation markets around the world, we strive to provide top-of-the-line leathers that are as unique as each of our customers.

Our trained professionals are experts at understanding the many nuances of leather. We manage the entire process from start to finish, from our initial consultation to determine the best approach to your project, right through dyeing and finishing, to final delivery of your leather.

We are craftspeople and artisans of leather, not just distributors or marketers. For us, this is a life passion and a family-owned business, not just another job. Our company was founded in 1969 by the Kucel family and our leather is produced in our state-of-the-art facility located in Upstate New York, about 50 miles northwest of Albany.

The result: superior quality, consistency, and attention to detail you can count on for all Townsend Leather products. This is what sets Townsend Leather apart and what can make a significant difference in the outcome of your next design project.



For years, Townsend Leather has continuously won awards for our Team, our culture, and our Leadership - making us a Top Work Place and Best Place To Work.



We believe in our company, in our people, and in our culture. We believe in making it better every day. Awards like these are not necessary, they aren't something we specifically strive for, but to be recognized for the things that we hold dear and dear to our hearts, feels good.



Townsend Leather is heartfelt intent on balance, growth, and innovation for all, especially those that face marginalization and unfair barriers.



We strive to make a positive environmental impact in all we do.



Leathers that give you the time to focus on your love of design.



Proud to be believing in better.



Proud supporter of the HRC and all humans.



Being the Manufacturer allows us to perfect the Flammability Requirements for any project



Hand-crafted to not only stand the test of time, but also meet the most stringent quality and durability standards.



Hand-crafted in the foothills of the Adirondack Mountains, in Upstate New York - the Leather Making Region.



Quality at the heart of everything we do. We are proud of our AS9100D certification.



WE LOVE TO CONNECT, DISCUSS, AND EXPLORE -
PLEASE CONTACT US ABOUT ANYTHING
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