



DANIELLE STEDING, KAYLA SAVAGE, GABBY STRAIT

SUPERLATIVE WINNERS

Congratulations to co-winners: Danielle Steding, Kayla Savage, and Gabby Strait! You all 3 make a wonderful, perfect representation of the strongest in our new generation of women in their work, efforts, tremendous personal and professional growth, and contributions to the company over the past year!

All 3 often led, facilitated, owned, communicated, and performed many of the jobs that led to significant growth in pig, leaps and bounds for us in shoe market growth with new to us customers, like L.L. Bean, and additional growth with direct business to New Balance.

Gabby and Kayla have trained so many partners over the past 2 years and as the business grew they became Carrie Gifford's go to's on everything. Danielle was taking meetings with the customers, helping develop product, and all 3 did everything from sorting wet blue, trimming, inspecting, buffing, shipping, and invoicing - pretty much anything they could do to get the work done!

All 3 have shone in the spotlight with grace, care, ownership, integrity, and determination to help our teams and company be successful! In our 2nd year dealing with Covid and uncertainty - the shoe growth was a story - a beacon of hope and growth we all fell in love with. These strong women led the way, they struggled, they burned to do better, and often held themselves more accountable than anyone else would have dreamed to do - and the whole way, we all cheered them on! Congratulations to our new Strength in Women Ambassadors!



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.