

Lookback

Townsend Leather

Superlative Magazine



2021



A succinct and powerful representative morsel scooped out of our company mission statement, **Specialized Craftspeople in Partnership.**

PRIDE AT BEING AT TOWNSEND, PRIDE AT BEING **SPECIALIZED**, PRIDE AT OUR **CRAFT**, BUT ESPECIALLY, PRIDE AT **BEING IN PARTNERSHIP, TOGETHER.**



SPECIALIZED CRAFTSPEOPLE IN PARTNERSHIP.

2021



Message from the president

"Entering my 25th year of a blessed career at Townsend, I continue to gain perspective from our experiences and inspiration from your partnership. In each of the last three decades, Townsend has been tested in ways beyond our control – but not beyond our resilience. Every test showed us coming together stronger than before it, literally and figuratively. In experience, investment, focus, hard work, and the kind of relationships, culture, and fulfillment that only comes from overcoming such challenges with people you truly care for and adore.

In the late '90's, we invested significantly in our business, ending leases with other leather companies utilizing space in Building 1, adding toggle machines, drums, and a new buffer we were preparing for growth. Following 9-11-01, our business would drop significantly being attached so closely to the business and commercial aviation markets. We responded by investing heavily in new product and color ranges not inspired by business aviation, a worldwide sales team, and embossing rolls and plates from other companies going out of business as we sought to diversify into hospitality and international markets to avoid being so vulnerable.

This investment was a huge success and within a few years we expanded into Building 2 & 3 on the Ave, installed a new sprayline, rollerpress, cutting machines, and our workforce more than doubled over a 5 year period leading up to our biggest sales year ever in 2008, just prior to the Great Recession. No market was safe from this recession, it would take years to build back. Business stopped overnight, we lost that doubled workforce, barely breaking even and losing money month to month, all we could do was focus inward. Training

for our next generation leadership team and across the company, implementing AS9100 and lean principles, and capturing a contract finish business for 2011 would finally bring us back to profitability going into 2012 where gradual growth occurred each year through to 2019. The strength gained from establishing strong systems, quality, GP, and process controls for everything gave us a great



foundation to grow on. Part of that growth was taking the success of that contract finish work for Wood & Hyde for San Antonio Shoe and applying the discipline to taking on the contract work for Wolverine's New Balance business in 2014. With shoe business, hospitality, international, commercial aviation, and business aviation all growing the past decade, we installed another sprayline, two rollercoaters, water storage tank, a new buffing machine and room, and of course expanded into The Stitch. Major investments all made and implemented by the end of 2019 in time to celebrate 50 years!

Little did we know what 2020 had in store for us! We'd faced business uncertainty before and rebounded, but Covid brought health and safety challenges – that was a new level of threat. For all the newness and uncertainty

the Pandemic brought in 2020, it didn't get real for us until February of 2021. Thankfully, for the most part all of our partners who would become positive or sick, the symptoms were mild and not devastating - Safety and concern for our team was paramount. As we struggled to overcome Covid's impact on our team the lost business of 2020 all of sudden was being crammed into 2021. For once, an economic downturn didn't have a lasting impact on business aviation, no in a pandemic, having access to a private plane was a leading strategy! Though hospitality and international business dropped heavily, the shoe business came at us from everywhere with other leather manufacturers unable to survive the uncertainty of Covid - we had ample opportunities to attack business and invest further by picking up equipment from those bankrupt companies!

Adding equipment while we worked from behind was handled masterfully by our Maintenance and production teams, whole stakers were moved across the street in an afternoon. Luke's new year, new look team really stepped up this past year! Expanding the Color department to truly be a wet department, adding set out and vac dry - and we aren't done yet! Shifting some of our dry floor steps to Building 2 in staking and hot milling were made possible by shifting Finish Stock to The Stitch and created more room that was quickly used up in Building 1 with business picking up!

I'll never forget the impact of Covid as business surged, we couldn't get raw material, chemicals, we never had a full team with quarantines, planning to work late one night in mid-February in Sorting, Pamela offered to help me in Sorting throwing hides, I said the best way you can help is onboard new partners, we are short everywhere! And man, did she go to work! We installed a vac drier and a set out machine in 2021, but the greatest investment of the past year? The new partners who have joined our team! This investment is still being made, and that is in their training, the coaching you are giving, the challenges they and we rise to, and experience they are getting. My kickoff message for 2022 to the company was we don't even know how strong we will be this year, because we haven't realized the potential yet in a third of the company, in their contributions individually, but also in what we can do as a team! We are gradually merging our contract team into production. We want all partners to cross train across pig and cow and have the experience of both materials. We have found this to be critical through Covid and also that a lot of part-



ners want to be familiar with all markets and aspects of the business, this creates deeper learning, engagement, more agility for our team to respond to business ups and downs. Cross training is no longer a matter of whether partners want it, our new gen craves variety and versatility, its on us in leadership to find time and the way to cultivate it!

The year of 2021 was tough because of Covid, all the sacrifice, emotional and physical toll and worries, the feeling we could never do enough for customers even though we were never doing more at least in effort - I'll never forget your efforts, the struggles, the fights we fought, the belief you had in me and each other, what a hard fought and cared for time we expended together! Proud to be a part of this team and so very thankful for each and every one of you and all your care, love, and fight for each other, this company, and our customers. Thank you truly, from the bottom of my heart. We've gotten the toughest part of this decade out of the way team (God willing), now lets invest in each other and see how far we can take it together!

Please enjoy this yearbook you hold in your hands, I may have told some stories of strife here in my message but that's because the book and Megan Kucel does a great job in reminding you of the highlights, the smiles, the success, the fun, and most of all the partnership! Well done Megan!"

- Jared Eckler

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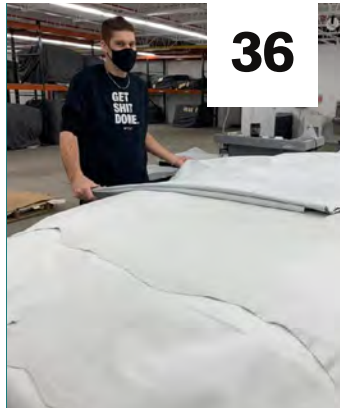
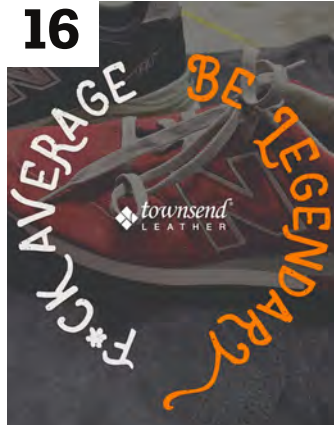
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Different departments getting together for lunch and playing an old fashioned game to get to know more about each other.

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Amsterdam Mohawks Game

Townsend night at the field. Partners join together and have some fun out of the workplace

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Finally! We Got It!

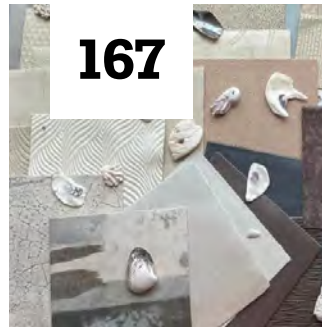
With delays throughout the year, we received a shipment of leather, which was much needed, and we couldn't have been happier.

152

Quite A Year and Thankful For So Many

Jared Eckler speaks to his partners about how the year has been and how thankful he is for having one another.

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Holiday Cheer For All To End The Year!



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Congratulations!

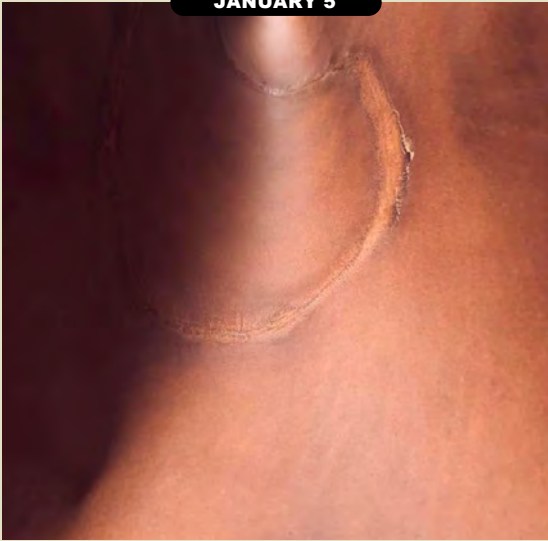
The winner of the prestigious Terry Kucel Award was given to a leader, who would never have done it for himself.

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Specialized Craftspeople In Partnership

A fun discussion with Shawn Czazdeck about the year and the importance of our partnership.

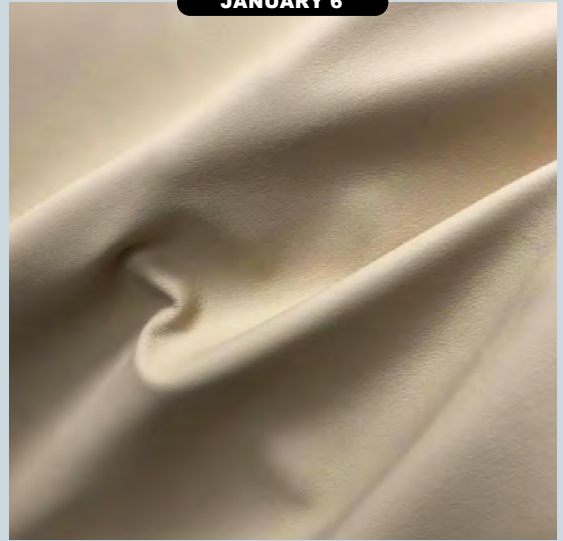
JANUARY 5



What Is This?

On Workplace, Jared asked partners what this was a photo of? Sasha Rose responded first by saying L.L. Bean Maple Casco. Vanessa Ninneman said a scar in a hide. Ed Bauman, Sr. said a side of heavy weight leather. Guess what? They were all right! This is the type of leather being used for kicking off the L.L. Bean orders.

JANUARY 6



Classic Silk

Kaden Steele just finished the Classic Silk for Eurocopter. It looks and feels great! The quality fits it's color name.

CLASSIC BLACKHEARTH

JANUARY 6



On this day, when finishing the presidential Classic Blackhearth, with our first customer visitors in close to a year, Howell said to Jared, "It's not very many places I visit that the CEO will look at every piece of every product off the line for us." He smiled and said, "I don't really need to, our team always gives you their best, I just enjoy seeing them do it."

Jared is very proud and thankful of the job the Production team did on this! We put a lot of work in this on the dry floor and coloring before, during, and after shutdown overcoming the color and flameproof treatment. We did more trials than we have in the past and also for the first time did this leather full grain. Jared thinks it's the best Blackhearth we've done for them! What a way to start the year! Great job team!



Jesse Malatino and Jackie Fox working hard putting the hides on the sprayline.

Chris Weil and Joe Blackwood keeping an eye on the Blackhearth hides as they move down the sprayline, to ensure everything is going smoothly.



About This Leather

Classic Cowhide is our most popular leather; aniline-dyed, natural grain cowhide with a light calfskin-like finish that highlights the smooth grain of this selected hide. Classic has a super softness and durability.



Mike Husted, Sr., Tyler Saltsman, and John Hill carefully pulling the hide off the sprayline to hang on the line.

TRYING SOMETHING NEW

JANUARY 6



Thom Dona, Tom Larowe, and Mike Spinks gaufaged the first 3 of 21 wallcovering fabric rolls for a new customer who wants to try to sell their material with our embossing options.

They started with Mini Cobble on 3 colors and it came out very nice. 18 rolls and 6 more gaufrage patterns were left to go. They were confident they would only get better at the process and keeping the rolled material straight and looking great.

Jared enjoyed the time he spent with them a lot - great can do attitudes and excited for the potential if this customer can sample and sell this to their customers - nice little diversification for us.



Carefully feeding it into the gaufrage machine.



The first few rolls were gaufaged in our Mini Cobble pattern.



The job is done.

JANUARY 7



Throwback Time

Dawn Finch and Tricia Martin were rocking the twinning 20 years ago. They were both working in Aviation Customer Service with AIP. Tricia wasn't completely sure but she believed this was around 9/11.

JANUARY 7



Chinese Application

Here is a photo our Hong Kong representative sent of the Metallic Luna Suede Artemis's Forest shipped in 2020. This is the site photo of SCC Chinese Restaurant Macau. How beautiful!

JANUARY 8



Get Shit Done

May Issa working in the Townsend lab continually getting shit done. Her first week was awesome. On this day Regina Manginelli spent most of her day burning the Blackhearth for testing. Thank you May for being a quick learner. YOU ROCK!

JANUARY 8



Quilting Request

A couple of nice orders going out for Cessna! It was founded in 1927. The company produces small, piston-powered aircraft, as well as business jets. For much of the mid-to-late 20th century, Cessna was one of the highest-volume and most diverse producers of general aviation aircraft in the world.

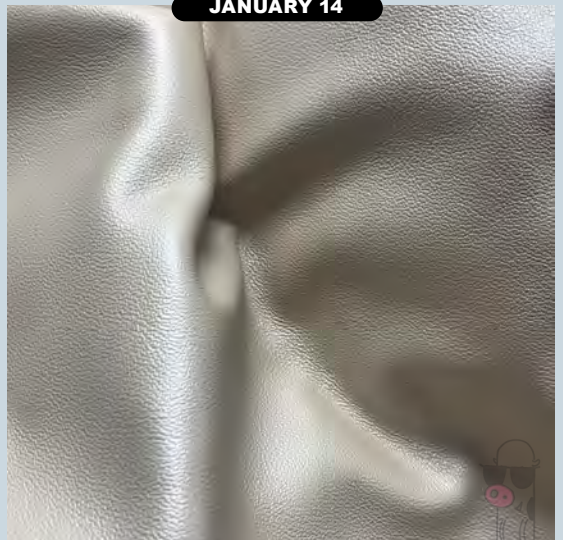
JANUARY 13



Thunder In The End

It's hard to see detail and tell tale signs of our Thunder leather on this Jet Blue plane - possibly the seat bottom and the bottom of the seat back, and the back pockets are ours. Ultraleather is faux leather and inspiration for our color matchers favorite colors made last year (LOL) the Classic UL line for Gulfstream.

JANUARY 14



A Great Way To Start

Chris Weil took this photo of Taj Shell for the Lufthansa's project coming through. This leather is a great way to start the year. The break is uniform, it feels super soft, and the quality looks spot on. Loving this load!



AT FULL PELT

A pandemic has not dimmed Townsend Leather's commitment to continuous improvement, as various new machinery and production investments attest

The continual investments made by Townsend Leather – in new machinery and production processes – are all aimed at one goal. This is to create unique leathers that will adapt to interior designs while retaining the luxuriousness and organic characteristics the material is known for.

As the manufacturer, Townsend Leather can handle extensive research and qualification upfront. Its aims are to assure that new developments will perform well while looking beautiful in every application, and allow for increased efficiency, reduced waste and overall best practices for sustainability.

The company has been manufacturing and providing high-end, design-driven leather to the interior design industry for more than 50 years. As well as corporate, business and VIP aircraft, it serves residential, hospitality, corporate, luxury motor coach, show car and yacht applications.

The leathers are manufactured in upstate New York, USA. As well as extensive standard and in-stock leathers, Townsend Leather offers custom



The year ahead

"I am proud that, even during the truly uncertain year of 2020, Townsend Leather has stood by its commitment to expanding capabilities and incorporating technology to improve processes and make them more sustainable. We always strive to stay dedicated to research, development and continuous improvement opportunities that allow us to create beautiful leathers – satisfying the discerning needs of the clients of our aviation customers. We believe that mixing precision technology with the decades-long traditions of leather-making will give us and our customers, in all markets, a great advantage as we head into 2021 together."

Alison Martin, sales and marketing director, Townsend Leather

ABOVE AND LEFT: TOWNSEND LEATHER'S MOST POPULAR RANGE IS CLASSIC COWHIDE, WHICH OFFERS MORE THAN 90 STANDARD COLOURS.

sales and marketing director at Townsend Leather.

While the company continues to honour the hands-on craft and artisan aspect associated with making a natural product, it also looks to invest in current technologies that can bring further advancements to its facility.

ADVANCED MIXING

One recent investment, made in 2020, is a dispensing system and data colour reader, which was installed in the pigment-finishing department and is now fully operational. This system uses advanced formulas to mix and create

capabilities that are always evolving. "Well known as a trusted resource for the industries we serve, both domestically and internationally, our innovative, on-trend and inspirational leathers help interior designers discover beautiful and unusual ways to use leather to express our client's vision," says Alison Martin,



LEFT: SOME COLOURS IN THE PINNACLE IN-STOCK COWHIDE RANGE CAN BE SHIPPED IN 1-5 BUSINESS DAYS

BELOW: THE PINNACLE COWHIDE RANGE IS BASED ON ANILINE-DYED COWHIDE AND IS FINISHED FOR ENHANCED DURABILITY



Townsend Leather offers 107 product lines, for various types of aircraft interior applications



the exact amount of finish needed to complete any size order.

"With more precise formulas, higher-quality valves and updated software, this new machine allows for even more exacting matches from dye lot to dye lot, as well as first time orders of custom colours," explains Martin.

In addition, the dispensing machine reuses any extra finish from an order by modifying formulas for the next colour that needs to be mixed. Not only does this new acquisition allow for more efficiency within the production processes, it also allows the company to be more environmentally friendly, reducing waste and effluents.

EMBOSSING CAPABILITIES

Another new addition is the PermaBoss embossing machine, which has recently begun in-house operation. "One of the many advantages of having this machine on our premises is the ability to provide small-scaled patterns, logos or designs

that we couldn't achieve on our larger Koch presses without difficulty on finished leather, and without having to send to an outside party," says Martin.

The in-house graphic design team can assist customers with images and files, creating drawings to their exact needs. They then turn to the PermaBoss team for immediate execution. The company says this helps tremendously with quality control and lead times for these types of projects. The PermaBoss machine also enables new offerings, including hot-foil stamping, laminating, transfer-printing and die-cutting.

PRODUCTIVITY GAINS

Townsend Leather has also increased production with its high-speed, modular leather-cutting system. This features automated hide scanning, perimeter identification and flaw recognition.

"The new system offers the most advanced cutting and nesting technology available today for improving cutting yield

and overall productivity for our customers," says Martin.

The team has also bolstered its standard pattern offering in quilted leathers. With an on-site custom quilting machine, the company can now offer more than 25 standard quilting panels, as well as customisation.

Continuing to look ahead, Townsend Leather anticipates both growth for its product lines, and penetration into new markets. Plans for 2021 include the implementation of some additional leather-making machinery that was acquired recently, including a vac-dryer, shaving and set-out machines and additional drums. This investment is intended to increase the capacity and output of the firm's colouring, wet and dry floor departments.

In addition, the finished stock department will move to the newly renovated Stitch building, to allow for the continued expansion of the Townsend Avenue location, where the bulk of production takes place. ☘

FREE READER ENQUIRY SERVICE

To request more details from Townsend Leather, visit www.magupdate.co.uk/pbjj

THE BUFF BOYZ

JANUARY 15



Collyn Wilson and Ethan Warner have really done a great job stepping up to the wet blue buffing challenge. We have 2400 skins going through the hot mill every day, which in turn means 2400 skins for buffing!

These guys right here come in every day with a smile and determination to do better than yesterday. Jeremy Douglass seen the numbers increase each day as they gained comfort and knowledge in what they are doing. He loved hearing them challenge themselves and each other. "Hey! Let's shave 2 mins off this next run," "we got this run done in 41 mins...we can beat that."

They take getting shit done and having fun to the max!

JANUARY 18



Right Off The Fini

Classic Pearlized Shell off the fini this morning for Lufthansa. Jackie Fox, Mark Lewis, Thom Dona and Lori Seeley spent the time to make this absolutely beautiful!

JANUARY 19



Twinning

It's always fun to find partners who meet up and take a quick pic because they found themselves twinning. Here is May Issa with Gabby Strait in fun pink shirts, matching masks and jeans! Just another way to have fun!

JANUARY 20



What Is This?

Our beautiful Timepiece Cigar after just being topped. This aniline-dyed cowhide contains a subtle tone-on-tone antiquing that gives this leather a traditional style that exudes elegance. Skillful, hand-rubbed finishes combine beautiful, rich colors and a distinctive soft hand that goes unmatched.

JANUARY 22



Step Up & Take It On

Rebecca Danelorich has been killing it taking care of our finish stock needs every day and really setting up the department to meet her high expectations - if you visit her for 5 minutes your going to know just how much ownership she is showing and feeling for this! She was looking forward to training others too. Thank you for all your hard work!

SHOUT OUT TO PARTNERS

JANUARY 21



David Kucel and Carrie Gifford gave a HUGE shout out to the 2nd Shift and Dry Floor teams for coming together to help out the Shoe contract this week.

The Shoe became backlogged with milling and trimming putting us about 33k behind and all due to ship on that week and it almost wasn't going to happen. A thank you went out to Scott Brothers for thinking outside the box and coming up with the idea to load up all drums and mill 2nd Shift and get a team together to come in at 4:00 am to trim, so we can push all this to Final Inspection and make the ship date.

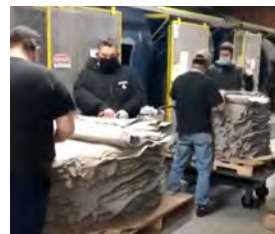
Well, not only did we succeed, we were able to do more with 2nd Shift really kicking ass at night milling and trimming 6 loads for the team and then reloading again.

This is GET SHIT DONE at its best. Teamwork, initiative, caring and once again legendary as we've not done this before.

They wished they could say thank you a thousand times more for all that these guys do. 9 to 12 hour days and Saturdays, you are all killing it. Amazing group of partners.



Darrin Newkirk, Gabby Strait, Mark Lewis, and Ed Gray trimming away.



Vern Young, Ed Bauman, Jr., Spike, and Thomas Horan keeping it up.



As always, Ed Bauman, Sr. and Clara Birch stepping in where needed to get it done.

AWESOME NEWS TO SHARE

JANUARY 22



On this day, Jill Santiago shared how the Shipping Team has been doing daily goals of footage that needs to be measured/rolled.

Every single day the team has been killing it: Belinda Steding, Ken Warner, Shawn Sims, Dan Pitcher, and Richard Allen. We are so proud of all five of you for coming in every single day and killing the goals. She added that they have been having fun while doing it too. Just ask Shawn Sims, he will tell you how fun it is to be here with the Shipping Team, as he normally works across the street in Building 1.

She said they have met their goals, have beat some of their goals, and even been able to pull orders in to ship out the door beyond their list.

Jill shared they could not have done any of this without their our side kicks in Final Inspection. They have a team of only three people currently, Barb Knowles, Kaden Steele, and Eli Franklin, that are inspecting/double inspecting every order at Townsend Leather. They do an amazing job every single week trying to stay ahead of the Shipping Team. The Shipping Department thanked them for always supporting them and sharing laughs with each other. Their communication and fun atmosphere with each other, make the days of work that much more enjoyable!

The first goal when asked was only about 340 SF/man hour. That seemed right to them because that is what they have been able to achieve.

They were then challenged to have a better goal and start tracking it. So they did by using the fabulous spreadsheet Eric Martin and Anthony Smida created. Jill was proud to say with the team she has 5 people - 3 people for a full 8 hours, and 2 for 4 hours, they have been more efficient and have been able to increase that number.

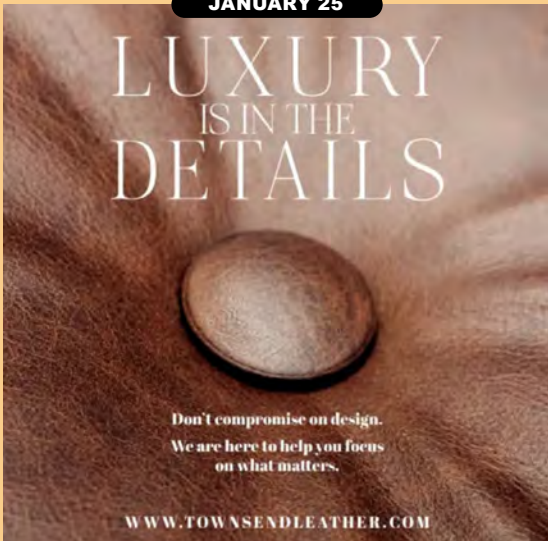
Drum roll please...weekly SF/man hour of 595 SF and a total footage this week measured at 62,146 SF.

Awesome team work to complete these numbers. Donna Oathout and Jill couldn't have had a better week without all of them and the spirit they have shown.



Barb Knowles, Eli Franklin, Donna Oathout, Shawn Sims, Jill Santiago, Rick Allen, Belinda Steding, Ken Warner, Dan Pitcher, and Kaden Steele have grown together to reach new heights and make it happen together.

JANUARY 25



Business Jet Ad

Featuring our beautiful Manchester Brimming With Brown and reminding designers and our clients that Townsend can help on any aspect of a project, so they don't have to compromise on their design intent or quality.

JANUARY 26



Working Family

Rebecca Danelorich recognized Janessa Smith and BJ Smith, sister and brother, for pulling, labeling, rolling, and boxing the Eclipse order of 700+ SE.

NEVER TOO BUSY TO HELP

JANUARY 26



Friends in Measuring, Cutting, Final Inspection and the office, all came together to give Finish Stock a hand. 100+ hides either shipping as is, getting a little refresh, or going for a Pinnacle print.

Rebecca Danelorich recognized the following:

Eli Franklin for helping to first select the Cessna hides but then helping her throw them on the table.

Jared Eckler and A.J. Kucel for pulling the entire dye lot of Classic Cashmere, about 4000+ sft, for an add-on and a Pinnacle order. A.J. came back to pull an additional 9 hides off a mixed rack that needed to go out for perfling.

All the partners in Measuring, whom she believed she threw off their schedule by taking their table. Oops!

Belinda Steding for helping her roll hides, it's easier, faster, and certainly more fun with two partners, along with help from Dan Pitcher, Rick Allen, Jill Santiago, and Donna Oathout!

Working as a team, that is what Townsend is all about too!



Rick Allen and Belinda Steding rolling away.

JANUARY 26



It's The Little Things

Pam Goldswor asked Joe Miller what was up? He told her he was doing a color check and showed her the ticket. She always wondered what the numbers and letters meant after the product name, but Joe didn't wait for her to ask - he just started explaining them. The thing is - Pam didn't really NEED to know it, but knowing it makes her a smarter partner. Joe knew that and because he cares, he took a minute to share.

JANUARY 26



He's Back

Our Terry Kucel relocated his personal office to The Stitch 3rd floor. We were all so glad to have him back with a home base at Townsend.

Sarah Eckler kept teasing him that he may just end up in Finish Stock downstairs with Rebecca Danelorich.

JANUARY 26



Soft Suede Apple

Aniline-dyed, soft cowhide split suede brushed to a luxurious nap. A special tanning process imparts limited stain resistance to this natural leather. Natural variations in color, tone and texture are part of the beauty of this leather artwork and highlight each hide's unique history and natural markings.

JANUARY 26



Flannel Twins

"Life is so much better when you have a twin to share the ride." - Author Unknown

Jared Eckler and Jackie Fox enjoyed that day.

AN AVERAGE
#1

BE THE
LEGENDARY

 *townsend*[®]
LEATHER



SNOWSTORM ADVANTAGE

FEBRUARY 1



"We are going to take advantage of the snowstorm tonight and tomorrow and give everyone a snow day, all buildings will be closed Tuesday. We will have a professional cleaning team do a deep clean and sanitization of all of Building 1 during the day. Only Luke's team will be in tomorrow for plowing and for facilitating this cleaning team through the building.

I also want to say that I think our team has done a great job in cleaning and sanitizing and this decision is nothing against their awesome efforts and attention. I think we would all like the additional peace of mind and confidence that a professional team will come through and sanitize everything. My bigger concern in a deep clean by an outside outfit is contamination or damage to the leather, or they would be too aggressive, but the guy that walked through with me and Luke today was outstanding in understanding the delicate areas and very agreeable to doing a custom clean for us. They will do a hybrid spray and hand clean, the cleaner they use is hospital grade but organic and completely safe. There may be residue of the cleaner noticeable primarily on glass and will wipe right off. If you are at work and can clean off tables, desks of papers and paper work, that will help them during the clean. If you aren't, and worried about it, email or comment for Luke Davis to have Richard Allen or Donnie Wilder check out your work station and cover for you. In offices and around computers and desks, they will primarily do hand cleaning.

Work will resume for everyone not on quarantine on Wednesday, me and Sarah have been added to the list again from our daughter's possible exposure at school, we will help with direction from home all we can. We have had a couple more positives over the weekend and today unfortunately, but happy to say all still mild or no symptoms. There are a lot of us on the sidelines, and I know we all can't wait to be reunited next week. The small team in Building 1 did a great job today and I know will continue to do all they can to set us up for next week! There is a big team of awesome partners doing all they can from home too, keep rocking partners! Most of all, everyone stay safe, healthy, calm, and cool. I texted Joe Miller last night and said of all weeks of the year, on this one; be calm, be cool, and be productive, in that order. I promise you all, as frustrated and as worried as we are about work and each other, we are going to overcome this!"

- Jared



FEBRUARY 1

Herculean Effort

Shout out to this team for getting out an add on order Christa Fonda released at 2:30 PM today for 900 SF of Classic Salted Cashew. Knowing we are not shipping tomorrow, the team was asked to figure out how to get this out the door for Elliott Aviation today.



Rebecca Danelorich and A.J. Kucel pulled and rolled the hides but we had no truck driver to come get them at The Stitch, so Brett VanNostrand drove up Chuck Cannizzo's furniture van to get them delivered back to B2 with A.J., Jillian Santiago, Donna Oathout, and team, including Ken Warner and Belinda Steding, got them reboxed and shipped out right as UPS was picking up.

Crazy story for a crazy afternoon before a crazy snowstorm during a crazy pandemic. Awesome work, Partners! Take tomorrow off!

FEBRUARY 3



Stepping It Up

Big shout out to these guys stepping up this week! With Cameron Woodruff, Mike Husted Jr., and Jeremy Douglass out, as well as any first shift toggle teams on Monday, Brandon Graziano took the lead for Jeremy, and CJ, Chris, Shain, Chris, and Ethan have been a powerhouse team! Toggling pig, sides, cow, hot milling, buffing, they're coming in early, staying late, and some of them worked Saturday as well to help us makeup for the big hit to our production team this week! Thank you guys for all you are doing, it always matters, but it's bigger right now, you are our heroes.

TOGETHER WE CAN!

FEBRUARY 5



"Keeping in touch with many of you this week, whether in the company or at home, I share and feel your concerns for each other and the delays for our work adding to a lot of our stress. Yesterday was the first day in a week we had no new positives! Along with a lot of negative results piling up and with partner after partner advising they feel fine and had mild symptoms if any, we are all excited to come back together on Monday! With nearly everyone planned for

return Monday, this may be the most excitable Super Bowl Monday we ever shared!

**WE MAY
BE APART,
BUT WE'RE
IN THIS
TOGETHER.**



We have a lot of work to makeup time on, we have fallen behind on Wolverine and Bombardier especially and both have a big open order list upcoming. All customers are understanding of course, but are definitely fingers crossed and hoping we come together and make up for lost time fast! I know everyone will step up and turn this situation into one to prove just what we are capable of when challenged!

Thankful for our safety and health, thankful for all our partners in the company keeping things going, and thankful for the ones at home working much harder than most know to get that order, save one, appease customers or appeal to working partners! Thank you partners, all of you, for all of what we have done and are about to, you are the most SUPER team here is!"

- Jared



CARINA OARE

SUPERLATIVE WINNER

Our Rookie of the year voting this year was easier and harder at the same time. Easier only because far fewer partners joined our team than in the recent boom years of 2017-2019. Harder, because of the changes 2020 thrust on us. Without many company events or social gatherings, with partners working from home, furloughed, or relegated to their building, no meetings – less of all the personal and social time to even get to know new partners, for most of us our knowledge of newer partners that don't work with us, is from Workplace or word of mouth.

Carina is bright, optimistic, humble, a fast learner, and a hard-working young adult, while going to school at the same time. She was raised by good people as many of you know her parents as well, Chris and Laura Oare, if not much better than them. One of the greater joys of a family business is watching new partners become family, and having partners bring their family into ours.

Carina said it all when she thanked her partners for her award “Working at Townsend is a wonderful experience that I am truly grateful to be a part of. Townsend truly feels like a family outside of my own and I always look forward to seeing my partners at work!”



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.

FEBRUARY 11



Throwback Thursday

This is a wonderful photo that Jared shared with us from back in the day when Louise Kucel and Steppy Brothers, Scott Brothers's dad, was working the floor at Townsend Leather. This area present day is at the end of the sprayline in Building 1.

FEBRUARY 11



Special Togglers

Thanks to Pat Davison and Thomas Carter for helping out the Toggle teams, as they were able to keep up with all the work Joe Miller and his team was turning out.

FEBRUARY 11

Not Feeling Super?

We may not feel Super these days, but we are all trying to be! Larissa Groesbeck and Jared Eckler have on their superhero masks. She has her Wonder Woman hoodie, Taslim Yousaf as T-Man, and Jared's Stronger Together t-shirt - day by day we are overcoming this together! Short people, short raw material, and late on orders - but long on partners that want to be Super, we got this together!



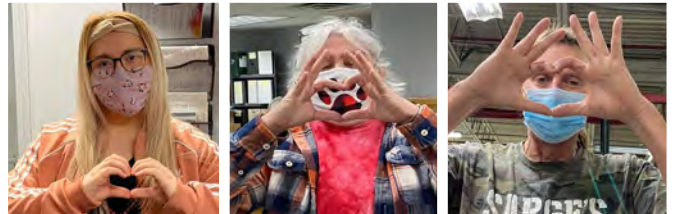
STRONGER TOGETHER

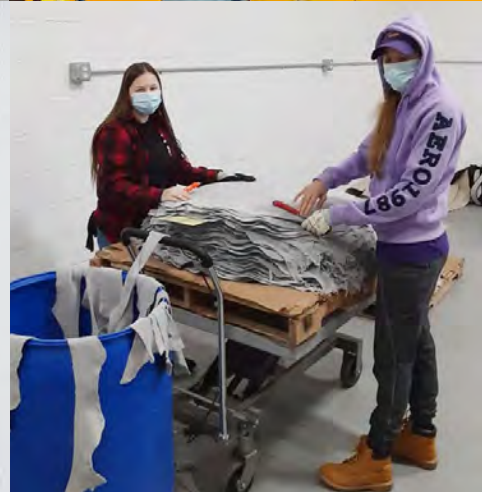
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PARTNERS FEELING THE LOVE AND SHOWING IT IN A NEW WAY

FEBRUARY 12





FEBRUARY 12



Welcome Cutie

Hey Team, what a special day this was as Danielle Smith and BJ Smith welcomed their baby girl, Mayzie Ann Smith, to their family. BJ was eager to let everyone know she was here and everything went good.

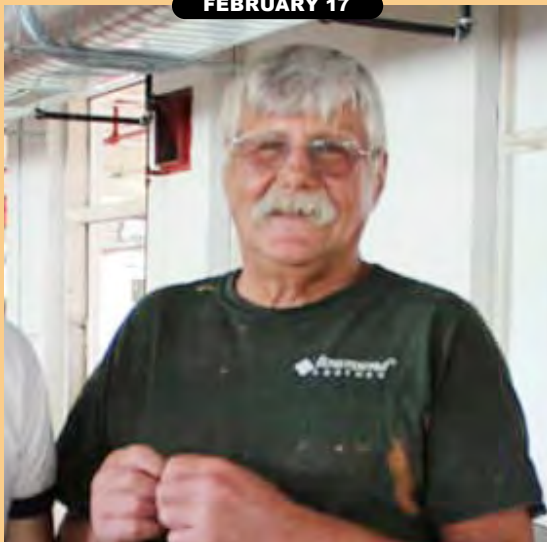
FEBRUARY 15



Shout Out!

"Yo big shouts to my girl, Kevin Lindsley, for coming to grade some hides with me while BJ and Janessa are out. I was working on one shipset for the week and he came to help get started on another so I can keep things moving. Thanks pal, preciate ya." - Tommy Carter

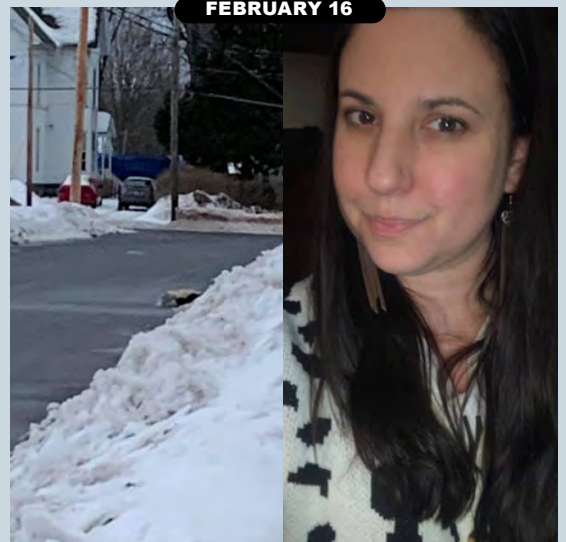
FEBRUARY 17



Ernie Bentley

Despite having a hard time with a mask and us mutually agreeing to him sitting out following our close for close to 5 months, Ernie wanted to be back and doesn't want to be out on his anniversary! At 18 years with us and 40+ in leather, he's still working hard and a unique fixture of longevity on our Color team. Happy Anniversary Ernie and thank you for all you do!

FEBRUARY 16



Twinning In Another Way

Guess Sarah ended up twinning with this little fellow, a skunk she spotted as she left work this evening. He was by the door Sarah exited at first then scooted down the road and last spotted by Roy Willis's truck.

A SENSE OF URGENCY

FEBRUARY 17



Rebecca Danelorich gave a big shout out to Noel Burroughs and Brett VanNostrand, who made the Rack labels and arm numbers to help identify the location of our finish stock inventory! When Rebecca first came over to The Stitch to work in Finish Stock, one of the biggest struggles was just finding which rack and arm to find the stock she needed. It was also one of the biggest questions she received when Customer Service came down to talk to her.

Rebecca had all kinds of ideas for how she wanted this to look but in the end they went with the simplest, easiest, and quickest, even though it had taken her a month and half to start getting them up!

Brett and Noel were fantastic, they wanted to help and they took Rebecca's request with such a sense of urgency. They stopped over a few times to talk it over and then pesto, they had everything made and ready to go!

Rebecca also included Roy Willis in this shout out as well, he got the rack boards up pretty quick once they had the labels on it.

The Finish Stock bin location reads like this: FSR10-04 which stands for Finish Stock Rack (FSR), Rack 10 (10), arm 4 (04) FRS10-04. The numbers change as the rack and arms change.

Thank you again Noel, Brett, and Roy!





MARY WEBER

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.

Mary Weber was not only the one constant partner in Accounting through the year, she was also the only constant in the company through the year! Even through our close she worked to process payroll and make sure everyone was taken care of in our greatest time of need and worry. This was never a question for her, she was and has always been all in throughout her 10 years with us! In fact, when we had a snow day - Jared had to email her specifically to say - "This means you too!"

Throughout the last year and a half, she had no quarantine time, payroll being processed correctly and as usual during our close, making sure our payables are in order and she was a big help with the PPP funding process. We are lucky to have Mary on our team with her heart, many years of payroll experience and accounting knowledge. She is very conscientious and completes her work well within deadlines. Mary assures all her work is complete prior to taking her time off.

Mary, we love your heart, quirky soul, and your kick ass work ethic and commitment to all of us! Thank you for being so good to us!



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.

ENCOURAGEMENT ALONG THE WAY

FEBRUARY 18



"Well, if there was a month where a focus on kindness could matter just a little more to us, it's been this one. The past few weeks had been very trying for us as a team, through sickness, quarantines, cold weather, problems and stress with two of our biggest customers in Bombardier and Wolverine/New Balance, to stumbling with new opportunities with New balance and L.L. Bean, being short staffed and short on raw material – it has been a perfect storm to challenge even the Grittiest of partners! You are all full of Grit, passionate persistence – hold on to it partners! This month of setbacks is setting us up for a f*cking big comeback! Everything that has happened to us is fixable, figureoutable, so long as everyone is safe and healthy – we hang tight and fight, together. February isn't over yet, we've got a big week and a half left to make as much of an impact as possible, but it all will set us up for a kickass, Get Shit Done month of March that is going to see us create history!

Many may feel we are busy because of being short partners and having issues, that's not helping – but positively, good news, partners is we are busy!! Our customers are coming alive with the new year as we always talk about each year and certainly this one, hoped for.

- We started off the year fast and furious with Gulfstream, Bombardier, and Cessna.

- We have even turned down orders at this point due to certain customer demands for quality and turnaround as we are over booked for March!

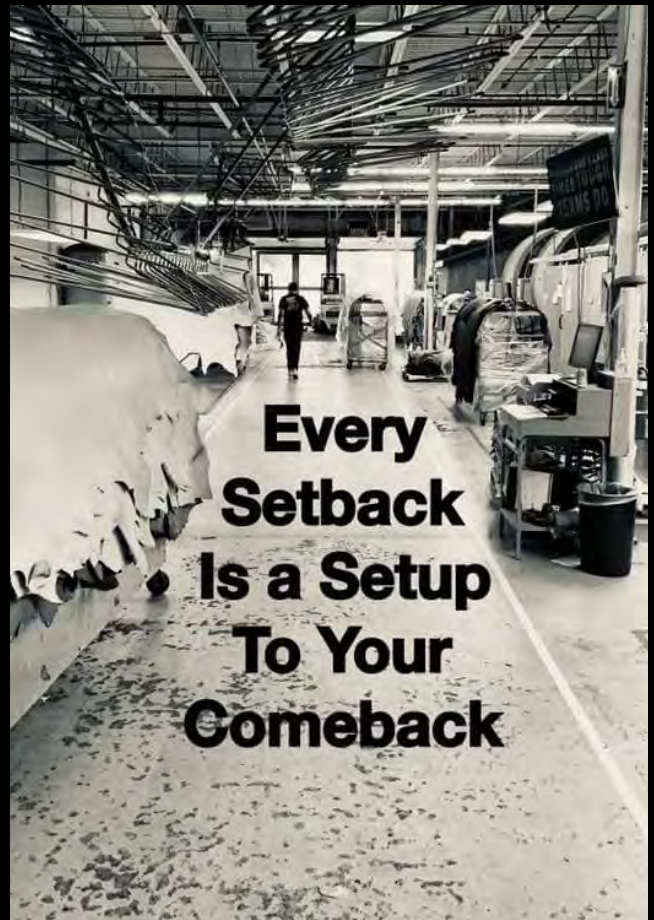
- Our key hide supplier had their own Covid outbreak the same weeks as we did, this has delayed thousands of hides we were counting on.

- We have close to 100,000' in orders with March ship dates that haven't even been put up yet as we wait for our next shipment to arrive, hopefully at the end of next week.

- With 4,000 hides expected to arrive first half of March, we will be all over their arrival to inject these leathers as fast as possible into production.

- With Coloring down this week, we will lose some momentum on doing as much pig this month as possible to have more capacity for cow next month to catch up. But, a silver lining there, we weren't keeping up with tog-gling all the pig they were pumping out anyway.

- We are catching up on dry floor work and Pam is working hard to get us help on the team as we have been short in nearly every department. We are going to bulk up on team (do you know someone who might be interested? We need good help!), raw material, and all resources – just like we have hit hard times and disappointed our customers, our suppliers are trying to do their best for us, but expect delays and shortages, anticipate it, Finishing





ENCOURAGEMENT ALONG THE WAY

and Coloring are getting aggressive in their securing dyes, pigments, and topcoats – we want to avoid any future delays once we get this train rolling!

It is great to be busy, but I know at the moment it's less cause to celebrate because we are all stressed and anxious.

- Take it day by day and recognize progress and recognize each other.
- A lot of people can't see it, but I do, your efforts, our improvements, the communication to the customer, communication internally between us, the support, extra hours, and extra determination - they are making incremental differences every day.
- More wins, less losses, every day make all the difference!
- I always say I am the luckiest person in the company because I have the vantage point to see all of you, all of you working your magic, fighting the good fight, and your struggles, worries, and frustrations. I've got your back and we have each other's.
- I want to say something here that I need to, because this whole communication has been informing you of an all hands on deck, go where the work is, outright hugely productive few weeks ahead of us, I know all of you are going to take ownership of this and step up – what I need you to know is, do not make us being busy a reason for you to come to work if you have any symptoms. PLEASE, that shortsightedness will only hurt us further, stay home if sick – you will be doing the smart selfless thing when you do that – I promise you.



I want to also say thank you to all of you for the great month we put together in January. Before we got all sideways this month, we quietly put together an awesome month to start the year! We lost money every month at the end of 2020, October, November, and December was a terrible time for us in low sales and a lot of reworks. The month of January was strong in sales, and the profit we made last month made up for 3 months of losses – it was a great month that we really needed, thank you! This month is this month, lets do our best to end it on as high a note as possible!



One good piece of news this month is we got a second round of PPP support which will really help us to boost our resources in partners and raw materials, to get things going!

Stay safe, stay strong, stay together, and lets work our magic over the next 5-6 weeks!

As always, anything I can do to help, any questions, ideas, anyone needing to talk or work things out in these crazy days, I am always here for you!

Much love and appreciation partners!" - Jared

FEBRUARY 18

Manchester Henna

We have an overstock buyer who is located near Montreal. His upholstery shop just reopened this week after a two month lockdown due to Covid.

We asked him how he kept busy these last months and he said he worked on his own car upholstery. He used an overstock of Manchester Henna and absolutely loves how it is coming out and sent us pictures right away. Paired with some ebony perf in the one picture. His car is in his shop and his customers are loving this leather.



About This Leather

Aniline-dyed cowhide with a wax finish and a clear protective topcoat. The leather surface is burnished to highlight the natural look and variation of each hide. A final glaze is applied to provide additional protection and to create a polished look.

FEBRUARY 19

This Heart Is For You

This is exactly who Brett VanNostrand is, a character of fun, humor, and always trying to find how to implement our leather into his fun ideas.

One of the most fun things about this post in Workplace is it began a conversation about a Townsend Leather Monthly Pinup Calendar with our partners and leather. Jeremy Douglas and a few others were thinking it would be a lot of fun.

Besides Brett posing and having fun, he is showing off our Stacy Garcia Bond Ruby. As a wax pull-up leather, Bond will burnish and patina with wear, showing scratches and other markings while in use. Each hide's natural markings such as the backbone, healed scars, grain variation, and fat wrinkles are to be expected. Natural variations in color, tone and texture will be visible and are part of the beauty of this leather.



WHO IS TWINNING THESE DAYS

FEBRUARY 22



Larissa Groesbeck twinning with May Issa rocking the black and white flower pattern.



Margaux Pierce and Jared Eckler twinning in a different way, floral masks.



Laura Oare and Jeremy Douglass decided to sport the flannel at home and found it was the right call.



Tommy Carter and Larissa Groesbeck twinning with black and floral. That is definitely a fun idea!

FEBRUARY 24



Shout Out!

"Kevin Kowalski helped me with a project for New Balance's development team. They needed representation swatches for 13 new products/colors to present to their design team for new 2022 colors. She found base leather from overage and Kevin sprayed in the color to match the swatch. He pumped out 3 within just 2 days of having the project and the color is on point! Just look at that blue!

Thank you, Kevin! New Balance is super impressed with our turnaround on this time sensitive project." - Danielle Steding

FEBRUARY 24



"Perfect" Application

Perfectly Pebbled, including Million Dollar Highway and Very Brown, Euler Products ordered from us that A.J. Kucel works closely with them and received some application shots to go with a feature in an online trade publication we featured our Perfectly Pebbled in. They use these leathers on jet seat beds they manufacture.

FEBRUARY 25

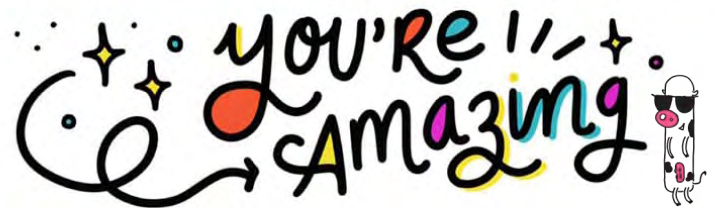
Happy Retirement

Friends and partners, since Mark Lewis's 25th anniversary last year, we knew the day he would retire was just around the corner. This legend of our production team will take that signature laugh, warm heart, and Hawaiian shirt to the next turn in his life! Lots of fishing, boating, and chilling are on the to do list! Please join together in wishing him a very well deserved and greatest possible retirement!



Thank you Mark for an absolutely, wonderful, and greatly appreciated quarter a century that you positively always got shit done and had fun with the best of them!

You will be greatly missed!



HAWAIIAN FRIDAY FOR MARK LEWIS

FEBRUARY 26



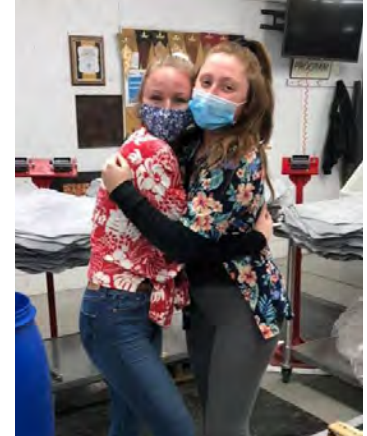
Not just to have fun, but also to show our love for Mark Lewis as he retires.



Kayla Savage and Mark Lewis having one of the final Hawaiian Friday pics taken.



CJ Wilson, Ethan Warner and Kayla Savage working together in the Pig Department and saying "Aloha".



Charlene Walters and Kylie Manoogian showing partner care and friendship the Hawaiian way.



Mark, Jill Santiago, Margit Stuart enjoying Hawaiian Friday.



Jared Eckler and Kevin Lindsley sporting love signs in Hawaiian apparel.



Kayla Savage, Ed Gray, and Gabby Strait having fun on the Dry Floor capturing a Hawaiian memory.



Tricia Martin, Sarah Eckler, Jared Eckler, and Pam Goldswor had a nice Hawaiian photo taken at The Stitch.



Buff Boyz

FEBRUARY 26

Check these boyz out!

Ethan Warner, Jared Eckler, and CJ Wilson were not just sporting their Hawaiian shirts for Hawaiian Friday, but they were tripling and showing off who's tough with their "Buff Boyz" shirts too. Watch out for the Buff Boyz!

WEAR IT WITH PRIDE!

FEBRUARY 25

GET SHIT DONE
Townsend Leather Partners

GET SHIT DONE

It is a bold statement. Not one for everyone, not one for every situation, but a statement embodied wholly by Townsend Leather Partners.

The 'Get Shit Done' ideology is not flippant, or casual, or offensive – it is a heartfelt full-in proclamation of taking action, with mind, body, and heart. Going all-in with passion and thought, not giving up until it is complete. That is who Townsend is, that is what we are made of. We have been lovingly passionate about our Get Shit Done attitude for years, as you can see in this quick lookback-video of "GSD" photos from days gone by (maskless photos are from pre-pandemic).



<https://www.youtube.com/watch?v=n4D6nfWYR4U>

Get it done.
Get it done best.
Get it done right.

You have to be smart, quick, and effective in order to Get Shit Done.

You have to be thoughtful, patient, and responsible to Get Shit Done.

You can't just do shit, you have to get it done, get it done right, get it done better, get it done best. **That is what Townsend Leather Partners do and is why we can wear this bold statement shirt with pride.**

Our most popular and iconic shirt is now available to purchase:

<https://www.bonfire.com/get-shit-done-4/>



When you do buy one, you get to support Townsend Leather Partners-in-need at the same time. The sale of these shirts helps to fund our ever-in-need, 'Hides of Hope' Partner support system, funded by Townsend Leather Partners for Townsend Leather Partners.

These shirts have been requested and worn by Townsend Leather fans, Partners, and customers across the entire globe.

SHOUT OUT! JUST AMAZING

FEBRUARY 25



Toby Lamphere (left) and Roy Willis (right) standing together after installing this beautiful island top in the sample room.



Roy Willis received a SHOUT OUT from Alison Martin for his amazing work he put into making a beautiful island top for the 2nd floor sample area at The Stitch.

He is always getting pulled into 100 projects but really has helped Townsend a lot during the Sample Department standard move! From building and securing sample bins to the wall, bringing up and down pallets upon pallets of bins, moving new cabinets in, taking old ones down, and then building this beautiful top for partners to have a good workspace!

Thank you Roy and you are appreciated for always helping when it is known that your to-do list is never-ending!



CARRIE GIFFORD

SUPERLATIVE WINNER

A partner of the year will be great, but will also be great to all of us, they will truly represent all of our work, values, and year together. We will all see and feel, yes, dammit – that partner stood tall amongst us and we are proud to share with you that Carrie Gifford is that partner!

As a previous superlative honoree for Initiative and the Jackie Fox award for a woman of strength, and the leader of our team Get Shit Done award last year, not only was your highest voted partner for this honor, but she also was highly voted for nearly every other superlative, especially the Terry Kucel leadership award, Cheryl Brothers Caring award, and Communication.

She is a shining example of learning, growing, and Grit – coming from Customer Service, to production scheduling, to leading pig – something she knew absolutely nothing about just 4 years ago. Not only is she great amongst great, but she is becoming the kind of partner that a new generation of partners aspires to as a woman, leader, leather swiss army knife expert, and a special partner to many in the support and care she provides them as people, beyond our work. In a hard year, Carrie not only led the way in an uncertain time, but she was there for many partners in and out of work – she made special efforts over the year on weekends and off work time to check in with Jared and Sarah.

Carrie celebrated her 15th Anniversary this year too, and with this honor we are very proud of you and so appreciative for all you do!



PARTNER OF THE YEAR AWARD




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.

PANTONE COLORS OF THE YEAR ILLUMINATING YELLOW & ULTIMATE GRAY

We offer custom sampling packages to fit any pattern, theme, or color and love this year's choices for Colors of the Year, Illuminating Yellow & Ultimate Gray. As a 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.



Colors of
the Year
2021

PANTONE®
Illuminating Yellow
13-0647 &
Ultimate Gray
17-5104

STANDING OVATION ANTHONY SMIDA

FEBRUARY 26



Thank you Anthony for stepping up and moving the needle for us!

Jared Eckler gave Anthony Smida, Director of Quality, a Standing Ovation and thanked him for the time he took this week on preparing and presenting a quality and business review on two Bombardier conference calls!

These calls have been tense and not fun over the past few weeks. Using a template provided by Bombardier and working on data with Jared and Margaux Pierce he did a wonderful job leading the call again on this day (no exaggeration - sometimes 20-30 people on these calls)!

By Anthony doing this took away work and pressure from Jared in prepping and presenting, he is moving the discussions in a way the Bombardier team really appreciates and understands better!

They thanked us on the call and asked that we let all of Townsend's Partners know they really appreciate all the extra work, overtime, and attention you are giving their work.

We are making progress here!

Our recovery due to our Covid quarantines and lack of raw material due to Covid, as well, on top of quality disagreements will take all of March and April to get back on top but we were going in the right direction and Anthony was helping them understand that before they could see it!

FEBRUARY 27

Acts of Kindness Month

The Code Blue Shelter provides services and shelter to our homeless community when temperatures drop below 32 degrees. The shelter also provides hot showers, clothing, blankets, toiletry kits, snack foods, water, and juice on-site. The shelter is run by volunteers.



This is absolutely amazing everyone. Thank you so much to everyone who donated to the Code Blue Shelter. This is truly a heart warming experience and Townsend is so grateful to be able to say that we pitched in this much!



Eric Martin lending a hand throwing hides up on the tables for the guys to sort. Pretty neat shot!



Chris Weil taking a moment to take a pic while working hard to sort the hides as quickly as possible.

Tricia Martin putting her muscles into throwing the hides up on the tables to be sorted. Girl Power!



2,000 Hide Shipment - Stoked For and Taken Care

On Friday, February 26th, Jared Eckler and Kevin Lindsley, and many others were stoked for a shipment of 2,000 hides that was arriving that night. This also meant a lot of magic needed to happen over the weekend to get caught up on numerous orders waiting for raw material! The hides looked and felt amazing!

Over this weekend Eric Martin, Chris Weil, Tricia Martin, Toby Lamphere, Jared, and Kevin helped to assist in the following ways:

- Friday night, Kevin came in at 10:00 pm to receive and set up, leaving at 11:30 pm that night.
- Tricia, Chris, and Eric loaded tables Saturday.
- Eric loaded tables again Sunday, while Toby, Kevin, Chris, and Jared sorted.
- Over Saturday and Sunday they looked at over 1,200 with 1,100 already allocated to orders! They got all the high priority orders and were close to getting everything with a March ship date!

We really appreciate everyone's help! This was a great way to close out the month and march into March to see these orders come through!



MARCH 1



Sarah Eckler

Happy 20th anniversary to our beloved partner and leader! Sarah is a leader of word and action. She stands up for what she believes in and talks towards solutions. We are lucky to be surrounded by a teacher who truly wants to see others fulfilled and happy. Thank you Sarah for your 20 years of love, passion, fun, great communication, and serving others.

MARCH 1



Crazy Magic

Doesn't this look like some crazy magic trick Thomas Horan was performing? This is Nubuck Deluxe Firewood for Terence Disdale Design, they specialize in yachts and aircraft. Chris Weil said that the ticket would probably be found in the drum after this trick. LOL!

MARCH 3



Watch Out Boys!

It's not too often that you see the female partners driving the fork trucks. But, watch out boys, Gabby Strait got her fork truck license today and she's on a mission!

MARCH 4



Twinning & Marveling

Mike Husted, Sr. and Jared Eckler with the Classic Smoky Quartz for Bombardier, which looked and felt incredible! There were two aircraft waiting for this leather and it's one of the orders they were asking about everyday. Bombardier had to scrap a previous order due to their boxing issues, but we did it again and took care of them and helped backlog! Great f*cking job on this order team!

WOMEN'S HISTORY MONTH

MARCH 8



Every year, March is designated Women’s History Month by presidential proclamation. The month is set aside to honor women’s contributions in American history.

Did You Know? Women’s History Month started as Women’s History Week . . .

Women’s History Month began as a local celebration in Santa Rosa, California. The Education Task Force of the Sonoma County (California) Commission on the Status of Women planned and executed a “Women’s History Week” celebration in 1978. The organizers selected the week of March 8 to correspond with International Women’s Day. The movement spread across the country as other communities initiated their own Women’s History Week celebrations the following year.

In 1980, a consortium of women’s groups and historians—led by the National Women’s History Project (now the National Women’s History Alliance)—successfully lobbied for national recognition. In February 1980, President Jimmy Carter issued the first Presidential Proclamation declaring the Week of March 8, 1980 as National Women’s History Week.



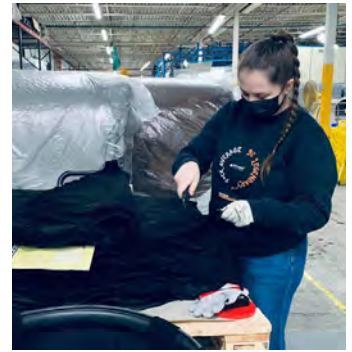
Laura Oare reviewing trim with Amanda Palmateer and Pam Goldswor.



Belinda Steding rolling hides in the Shipping Department.



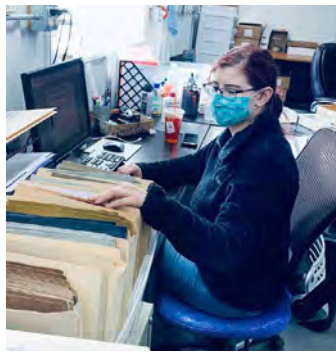
Rebecca Danelorich picking Cessna stock for a few orders.



Carina Oare trimming pig in Building 2.



Jess Wiltey and Sasha Rose in the Tipping Department.



Jordan Siarkowski fulfilling samples using her organized system.



Maria Lomanto creating Stacy Garcia Loom product sample binder pages.



Hollie King sorting pig hides in Building 2.



WOMEN'S HISTORY MONTH

MARCH 8



Our Accounting Partners - Dayhana Vasquez, Heather Van Buren, Mary Weber, and Mandie Kolakowski - communicating on what's ahead and what needs to be their focus at this time.



Larissa Groesbeck plugging away at making sure order tickets are correct and keeping things in line.



Margaux Pierce very busy at her desk with Bombardier orders.



"Happy International Women's Day from this proud feminist to all the amazing, talented, thoughtful, loving, hard-working women in and outside Townsend's walls. Proud that Townsend is a place women are encouraged to be themselves and contribute to our collective company mission without barriers. Feminism is not about putting men down or competing with men but rather appreciating our differences and bringing the strengths of both genders to the table to work together."

- Sarah Eckler, SVP Sales & Marketing at Townsend Leather



happy Women's day



GIRLS SUPPORT GIRLS



GRL PWR



MARCH 9



Wait...What?

Where did the staker go?
It was here in Building 1 before.
The staker was loaded up and setup in Building 2 now.
This was just one of our equipment changes this year.
More to come.

MARCH 10



Have You Heard of This?

Terry Kucel has been doing development work on mushroom leather from home. Taslim Yousaf and Tim Beckett were very interested and was learning about it.
What an exciting project! Where will we be going next?

MARCH 10



New Capabilities

Out with the staker, in with the whole hide set out machine!
With the set out machine, drying time is shortened by removing the excess water. There is a braking system on the machine so leathers won't be damaged during the opening and closing of the machine. Did you know, one of Neal Lang's first leather jobs was working on this very machine?

MARCH 11



Digital Print: Success

Joe Paciolla, Shawn Czadzeck, and Megan Kucel did the artwork by photographing a real hair hide, superimposed a branded star, then digitally printed it on our leather. It's an order for Elliott Aviation A.J. Kucel and Christa Fonda worked on with the customer on.



MARCH 12

RIDE 'EM

COWBOYS

New raw material Friday's are our favorites!

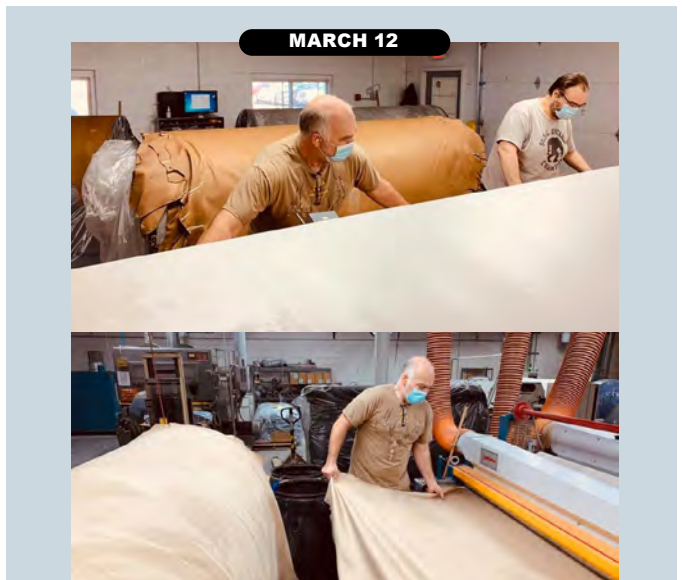
Kevin Lindsley, Toby Lamphere, and Jared Eckler celebrated a delivery of raw material by riding that delivery just like cowboys, that were finally delivered. Not too much fun boys, you need to get started on sorting those hides!



MARCH 11

A New Home

The staker in its new home in Building 2. Ed Bauman, Sr. is excited about the change in scenery and looking forward to a cooler Summer.



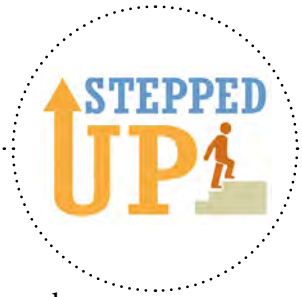
MARCH 12

Classic Oakley

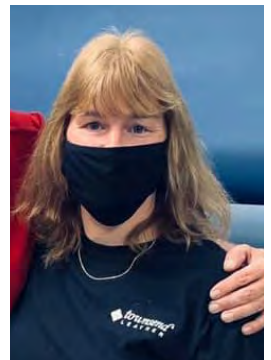
Oakley Cole got to buff his Eurocopter Classic Oakley hides this week. We did a thorough inspection after and adapted the finish process a bit to help with the veins we were seeing after buffing.

SHOUT OUT FOR STEPPING UP

MARCH 13



The entire Shipping team was out on quarantine with a couple of positives. This Friday team came together to ship more on this day than any day that week, led by Kayden Steele. Thank you Partners!



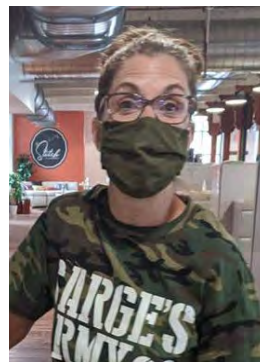
All Donna Oathout could do is describe Kaden Steele as a Rock Star for his efforts.

Larissa Groesbeck, Sarah Eckler, Sherry Cocker, and Clara Birch stepped up and helped, which Donna was very thankful for.

You can't control everything. Sometimes you just need to relax and have faith that things will work out. Let go and let life happen.



Rebecca was thanked for closing all the tickets and for putting the inventory out there for Jill Santiago and Donna to invoice from home.



Hats off to Kelly Geiger for putting all the paperwork together once it came off the printer, matching it up to each piece being worked on.



Donna heard Jared Eckler would like to have a banding competition with Dan Pitcher.



Kevin Kucel and A.J. Kucel both assisted in making this happen too.

COVID-19 STATUS

MARCH 16



It was exciting that a growing number of partners were getting their COVID-19 shots! We had two super partners in the company with David Kucel and Mike Husted, Jr. more than 2 weeks following their 2nd shot - yay! Jared Eckler encouraged partners to check their eligibility - it's still primarily age, health, and public service based - over the course of the next month he expects this to open up more rapidly daily and weekly. Townsend also offered a paid benefit up to 4 hours, if their partner got it done during work hours.

ST. PATRICK'S DAY

MARCH 17



It's all in the details, nails, earrings, t-shirts, masks, and hats. These partners looked good in green and having fun too. That's what it's all about partners.



Christa Fonda and Margaux Pierce twinning with nails and wearing green in apparel.



Some fun, green mugs found in the Sorting Department.



Carrie Gifford had a blast with a St. Patty's Day headband, necklace, and skirt. Spreading fun and laughter.



Everyone loved Donna Oathout's shirt. Just no alcohol on the job Donna!



Jared Eckler and Kevin Kucel had a pic taken for the fun of St. Patty's day too.



Partners in the Pig Department sporting green in not just t-shirts. But Gabby Strait has socks going too.



Kevin Kowalski and Thom Dona having a good time on St. Patrick's Day by honoring Louise Kucel by wearing the Sarge's Army shirt and then also Thom Dona wearing a fun lephrican hat and orange mask, like a beard.



Laura Oare and Kayla Savage partners posing for a St. Patrick's Day photo.

Tim Beckett and Neal Lang twinning in green.



Thom Dona was asking "Where's me gooooold? Yuuuup."

ENCOURAGEMENT ALONG THE WAY

MARCH 18



A year ago this week when the State mandated a close, resulting in a near month long shutdown, Scott Brothers' post captured our collective state. We couldn't believe and didn't know how to feel about what was going on.

Though we may be living that Covid life still, there is a much more hopeful collective feeling now. With more work than we can handle, exciting new partners joining, many getting vaccinated, and nice weather coming next week we know we are fighting the good fight and loving it!

Thank you to all of you for all you have done and endured the past year personally and professionally - you are one hell of a team of the best partners! - Jared

MARCH 19



A Broken Record

Each week the last two weeks, our Coloring team had set a new record for their weekly output! Townsend is so proud of them in breaking their own record again this week and getting 150,000 completed! Bravo Coloring team!

MARCH 23



Get It Out The Door

Megan Kucel and Danielle Steding hand buffed 153 sides for a New Balance order! Danielle provided a pretty strict schedule for two large New Balance orders to get out our doors this week. We stayed on track to ship out 11,500 SF within two days!



KELLY GEIGER

SUPERLATIVE WINNER

Congrats to our new Ambassador of the value of Flexibility, Kelly Geiger! In a year we all had to practice a lot of flexibility personally and professionally, this partner on our customer service team shone very brightly!

Kelly is known as one of the first to volunteer for anything needed! Not only did she take on new customer accounts this past year, she also helped in shipping, she backed up all other Customer Service reps, handled reception, helped pick finish stock, and was a key partner on our cleaning and sanitizing team for The Stitch!

Thank you Kelly for all you do and the example you set in one of our most important values!

We are proud and thankful to all Townsend partners who displayed so much flexibility over the past year! Please join us in celebrating Kelly for her well deserved win.

"Congratulations Sis! Very proud of you! Everyone sees the person I know you to be...always thinking of and putting others first! Always doing whatever it takes!"
- Rebecca Danelorich

"Congratulations, Kelly Geiger! You wore so many hats this year and were our rock! Hope you feel appreciation for the many ways you daily helped so many of us this past year! I have enjoyed working closer with you and I am super proud to work with someone like you!" - Sarah Eckler



FLEXIBILITY
AWARD



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.

MARCH 24

Madwoman

"Shout out to my 2nd favorite Sarah! You can't break coloring records if you don't have someone issuing tickets and work orders like a madwoman! Sarah Gray has been working weekends and all times of the day to get everything ticketed - I don't know how many tickets have been issued over the past 3-4 weeks but I know it's a lot! We had a few hot replacements come up that we put up yesterday and she did tickets from home last night! Very thankful for your urgency and attention to detail Sarah Gray! Thank you for all your doing and I hope you can relax & enjoy some teas soon!" - Jared



Lucky to have you

WHO IS TWINNING THESE DAYS

MARCH 24



Christa Fonda and Margaux Pierce twinning with the cow painting in the Aruba conference room at The Stitch, but the other fun part is their shirts say "Don't Be A Salty Heifer!"



Neal Lang and Eric Martin just completed the first order on the set out machine. Neal was crushing it, too bad Eric was the best option for a partner at the time (per Eric). Great work partners!

MARCH 26

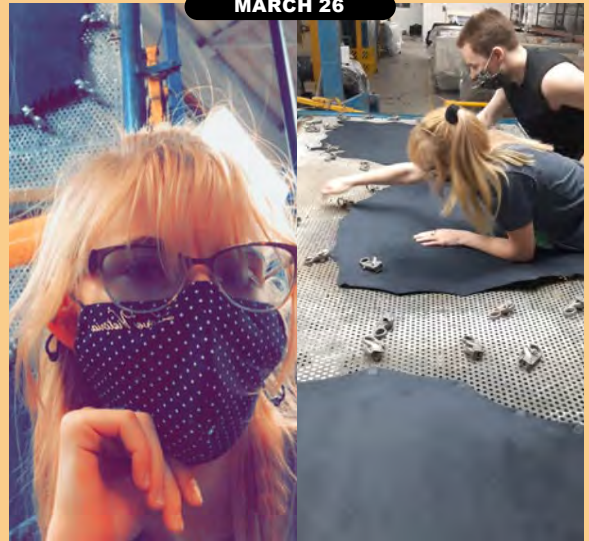


Call To Action

Sometimes you have to breakdown to breakthrough. Danielle Steding had a bit of a breakdown trying to get a New Balance order shipped that was super late. Today's breakthrough past this final process before final sort would allow us to ship Tuesday. David Kucel came through again and pulled together a team of Chris Smullen, Ed Bauman, Jr., Thomas Horan, and Jeremy Douglass.

She really appreciated this team jumping in and knocking out in 1 hour what would have taken her 4 hours.

MARCH 26



She Can Do It Too

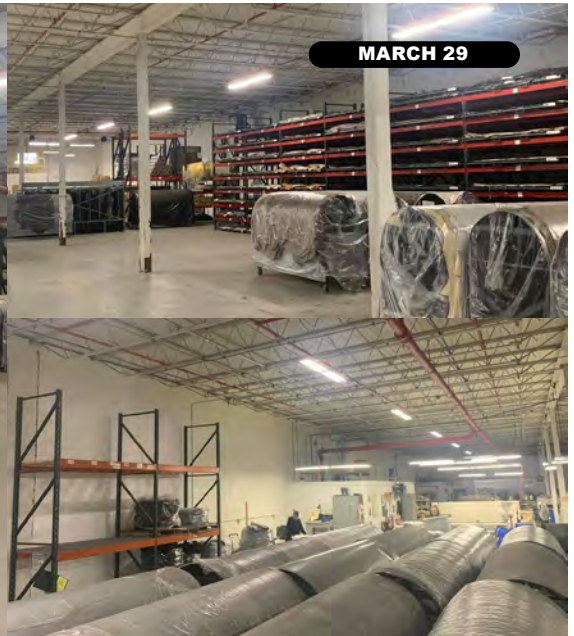


Mackenzie Miller learned how to toggle on this day and she loves it, "even though it hurts your fingers after a little while," she said.

Many partners were impressed that she was up there working right along with the men.



MARCH 29



IT'S COMING

TOGETHER

In Building 2, we organized final inspection staging. Put a rack up for wet blue pig staging for hot mill and cleared out space to get into compatible crust stock. Great job team!

A LOT TO BE THANKFUL FOR

MARCH 31



"It was so nice to spend time with all of you over the past week to enjoy the warmer weather and take a moment to reflect on the past couple of months and year. As tough as February was to this team, we bounced back all March kicking ass all over the company! We more than doubled our sales in leather shipped from February! There is a very full April in front of us as we are still behind on many customer orders 2-4 weeks, but the progress we made, the fight you gave, the Grit we showed all month – its not just me that is thankful, you are, for each other, and what we are doing as a team. I've sat with a lot of you over the past month, I've felt your frustrations, anxiety, shared the tears, exhaustion, tension, stress, and worry. We have worked a lot of hours, nights, and weekends this month team, and it is making a difference and very much appreciated! I hope you felt this when we talked over the past week that all your work is paying off, we are catching up, and there is light at the end of the tunnel!

As we enter what we project to be an even more Amazing April, I wanted to share some love and special thanks for these partners, stories, and things accomplished! Please comment your own thanks or love for any of these partners or ones that made your month special!

Thanks to everyone that helped me, Kevin Lindsley, and Toby Lamphere on raw material – thank you Kevin and Sarah Gray especially for stepping up at the most important time! From getting it here, paying for it early to keep it coming, to loading tables, helping sort, to nailing tickets, scheduling coloring, and all over production jumping on orders that we were putting up sometimes days before the actual ship date. Last year was a slow year for buying hides, as you may recall – would you believe me if I told you we almost took in half as many hides this month as we bought all 2020? Thank you to the Accounting and Purchasing teams for your help in making sure we get all the needed products for production as well and helping us process everything!



Would you believe we hired more new partners this month than we did all last year? Your killing it Pamela Goldswor, and all our team leads busy in interviews and training our new partners! And how about our new partners? Fitting in and chipping in fast!

Team Coloring closed February coming back from quarantine and they quietly just destroyed it this month, turning out almost 650,000' – breaking their own weekly record each week the past 3! That's incredible team! What a great team that has gelled there and Tim Beckett, Carrie Gifford, and Larissa Groesbeck have been a special help this past month as well in support, strategy, and planning!!

Vaccinations are happening for many of us – a few of us are fully there, many more will join that club in April!

Customer visits and travel! Sherry Cocker and Kevin Kucel went to Gulfstream this week! Lee and Olivia came and will start joining more often in April! Luc will be back in April too! Luc and Lee's visits help gain confidence and consistency with two of our biggest and most demanding customers in Bombardier and New Balance.

The team focus from here on New Balance and Bombardier continues to stay strong and win their confidence, Carrie Gifford and Tim on a lot of conference calls with NB, Margaux Pierce, Tricia Martin, Anthony Smida, Eli Franklin, and



A LOT TO BE THANKFUL FOR

Eric Martin with Bombardier – Anthony is still our hero building the presentations and leading us on our weekly Friday calls!

As we ship the first big L.L. Bean production order this week, we hope to have them visit us next month or soon after! A lot of effort and work on this, Neal Lang, Danielle Steding, Tim, Kevin Kowalski, and Taslim Yousaf – the latest looks and feels great team, so proud of you! So nice to see the set out machine operating and to hear how quiet it is! Thanks to the Maintenance team, killing it, only moving a staker and installing a set out machine, getting the vac dryer operational on top of everything else – no biggie!?

Team Shipping – even despite some Covid hurdles – this month you killed it! I think this is our biggest shipping month since Summer of 2019! Margit Stuart, CJ Woodruff, Kylie Manoogian, and Amanda Palmateer I've seen all measuring, and Monica Carey on all the invoicing for Wolverine! I'm so proud of you all and to see Bert back! Loved the great job the Friday Shipping team off the bench gave to support the team when out and keep our amazing, patient, hard-working, and gritty Customer Service team the ability to make our customers happy and getting them that sexy leather! I know I say that we are facing good problems, but I also know it takes a damn tough, passionate team on the front line that has to talk to the customer – thank you team! I'm listening to A.J. Kucel apologize to a customer now as I write this for us not having a color in stock, explaining to them all our delays and that building stock has been put on the backburner due to focusing on customer orders and being short material and staff the past two months.



We increased our starting rate to \$15 dollars and all hourly partners got a raise!

Rebecca Danelorich and Clara Birch stepping up together in Finish Stock and getting support from plenty of our partners at The Stitch and Chris Weils! Eric, Tommy Carter, and Christa Fonda stepping up in Cutting while BJ Smith and Janessa Smith were out! We are excited to have Janessa back now and BJ back next week to free up Eric, who threw himself into Cutting and worked there weekends all March as well as with Eli and others to keep cleaning up and organizing B2 which is looking better than it has in over 2 years! Also hoping for Vanessa Ninneman to be back next week! Team Final Inspection facing Mission Impossible and staying in the fight! Looking for them to get some good help over the next month! Thanks to Chris for helping me help them and pick add-ons from Cessna stock!



To the Sample, Finish, Emboss, Shoe, QC, and Dry Floor teams, holding it down, making and sampling beautiful leather - our customers cant get enough of it, thank you for all your doing to make such great stuff in growing numbers and under pressure! To the Color Matching team working short handed and still making miracles like the 48 SKO project happen, thank you!

Thank you all partners for all your hard work and care this month! I'm very hopeful for April for us to keep this momentum going and knock it out of the park together! I wish you all a beautiful April and hope you enjoy it together, let's tell our stories and really recognize and support each other! Hope everyone has a nice Easter weekend thank you again for all you are doing!" - Jared



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.



APRIL 1



Team Red

Gary Benton is always working hard and multi-tasking where needed. On this day he was lending a hand in the Wet Department with these beautiful Team Red pig skins.

APRIL 1



April Fools

Laugh of the day courtesy of Brett VanNostrand. Alison Martin had requested from Samples some blue leathers for an upcoming "mood board" she would post on our social media to inspire designers. Brett took it a step further and created his own mood board. We loved the special touches of a can of chow mein noodles, a mask, a little blue pill, and a lighter. Definitely is a "mood"!

APRIL 2



Mission Accomplished

This day was a milestone as we shipped out our first big L.L. Bean order, the Tacoma Red Oak! This came out beautiful team, great work by all and special thanks to Danielle Steding and Bruce leading the way!

Measuring and Shipping totally kicked ass! Today they showed off their individual skills that make them such a great team. Donna Oathout and Jill Santiago were all ears to hear the plan for shipping out our first production order for L.L. Bean.

Ken Warner took control in explaining the process to Bruce and how the measuring machine is set up and works for these orders.

Bert Williams was helpful in creating the box we used to ship all the bundles together.

Belinda Steding and Dan Pitcher worked together to roll the bundles of 3 sides each which can get pretty tricky to keep from creasing, not to mention how heavy they are!

Thank you to each partner, you were all so careful with this process, asked great questions, and were helpful in coming up with solutions. Bruce mentioned at the end of the day how well this department works together and he was very happy with how this leather went out our doors!



APRIL 2



LET'S GIVE IT A

TRY GUYS

These are a few snaps of Taslim Yousaf and Scott VanNostrand running the vac dryer. Still work to do as we weren't quite generating enough heat to dry the hides fully but our team was all over it and excited to see it running this month!



APRIL 7

Another Work of Art



OMG! - If you thought you loved Metallic Stingray Sapphire - the La Scala Damask is so f*cking nice! Another work of art by Chris Oare.

COVID-19 STATUS

APRIL 8



As things continue to change and evolve, Townsend also adapted and shifted.

We worked to make our Daily Health Assessment process even more effective for our partners, while still keeping us all mindful of health and doing what we could to keep everyone safe. So, partners were no longer asked to complete individual questions regarding their health, other than in their own mind.

Each day, before each partner entered work, they were asked to read a simply series of “I” statements about their health. If they agreed with all the statements, they only needed to click “Submit” and were done. If they did not “agree” with all the statements, (like, they were not feeling well or have had contact with someone who tested positive for covid) then they didn’t click “Submit”, nor submit anything, and just closed the form, and called their Team Leader to talk about their situation and figure out the next best steps to take.

Also, now that many of our Team had taken the steps to make us all healthier, by getting vaccinated against Covid, the Daily Assessment showed - "If you have been fully vaccinated for at least 2 weeks, you no longer need to submit the Daily Health Assessment!"

Townsend informed partners by getting vaccinated they were reducing the risk of infection to themselves and others so dramatically that they can bypass the Daily Assessment system. They still needed to follow all safety and health procedures of Townsend's and New York State's, but the morning routine would be simpler.

Townsend also setup an online form to submit their vaccination information to securely keep it on file just in case it was needed for CDC or DOH responses or anything else.

From there, we encouraged our partners to be AWESOME, and thanked them for taking a step toward health, science, and future!

APRIL 9



Adirondack Packaging

Shout out to our vendor Chris at Adirondack Packaging. He picked up our pallet of Kraft paper knowing we were in a hot rush for it. This was ordered 4 weeks ago... and we ran out late yesterday. He offered to take his personal vehicle and trailer to Marcy to pick this up for us and delivered it to us early this morning rather than waiting for the trucking company to deliver later in the day. It's strong relationships like this that go a long way when considering future business!

APRIL 13



Purple Beauty

This hospitality project for Classic Royal and Shimmering Suede Royal Purple has Cindy Moyer feeling strong and twinning with her Standing Ovation shirt she earned at one time!

RIGHT ON THE MARK!

APRIL 15



Sarah Eckler thanked Sorting, Coloring, Scheduling, Dry Floor, Final Inspection, and Shipping for the amazing feat they pulled off in making this A & D Residential order for 900 SF of Soft Suede Tilled Soil.

A little over two weeks prior, we got this order and payment, if we could meet rush delivery. The designer's client was hosting a Bar Mitzvah on May 1st at their home in California and needed a sectional upholstered in time for it.

With our coloring backlog in particular, it was a lot to ask for. Everyone said we could make it happen and we did.

Customer waived the CFA (cutting for approval) and just asked for a photo before we shipped it.

Sarah was so proud to say not only did we meet their date but it looked awesome! Photo credit goes to Ken Warner in Shipping.

She thanked all involved for making Townsend look so good as a company. Way to come through, Team! Super proud!



HELL YEAH 2ND SHIFT!

APRIL 16



Jeremy Douglass asked for a "HELL YEAH!" for our Second Shift. Yesterday the toggle crew kicked some major ass and got on 1,100 skins in 8 hours! Way to go Brandon Graziano, Cameron Woodruff, Shain VanNostrand, Mackenzie Miller with help from Emily Munson and Brian Murphy for an hour and a half to jump-start them!

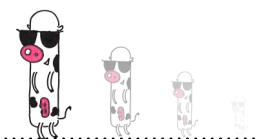
Also, yesterday, our hot mill team really kicked it up a notch and got all 4 hot mill drums pulled and loaded in 4.5 hours! But I guess they weren't satisfied with that time because today they blew that time out of the water and had all 4 done in 3.75 hours! Way to go Ethan Warner, Cynthia Dingman and Jazmine Romaine!

Along with that, this past week John Hill and Nick Williams made some real headway getting some of the additional maintenance jobs done on Sprayline! Getting trench's scooped, fluid lines changed and eyes and eye covers cleaned!

Can't forget our Second Shift Coloring team! With Henry Araujo being out one night, Rodney May and Nate Romaine really stepped up and kept the department running smoothly. Henry has done a great job training the guys back there and it's a relief to know that the department is in good hands.

These guys and gals are all doing amazing work and fitting in so well with our Townsend culture and values! Jeremy couldn't be happier with the care and effort these partners were all putting in!

So once again he is asking to hear a big "HELL YEAH!" for Townsend's Second Shift team!



APRIL 16



Sending It Off

BJ Smith updated everyone stating Cutting sent off 14 FACC orders and 2 Ipeco shipsets! (10 of the FACC orders were sent out on this day). Way to kick ass Tommy Carter and Janessa Smith. BJ thanked Donna Oathout and Jill Santiago for invoicing these orders out today, it was greatly appreciated.

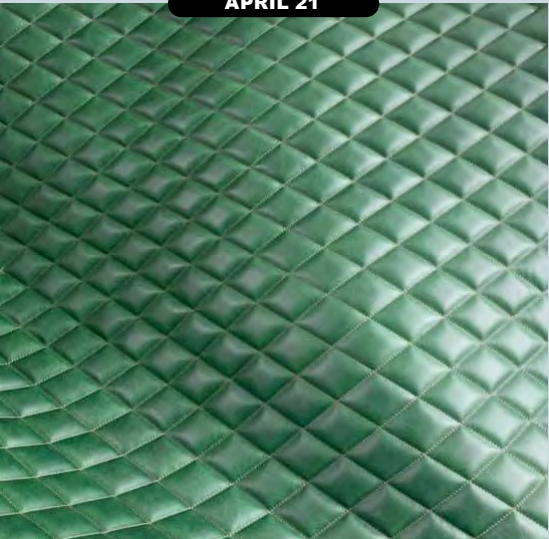
APRIL 16



Big Improvement

In Building 1, where the stakers were, it now became a staging area for Pig and Coloring. Improvements were also made this week by the team in getting racks to get pallets 4-5 deep off of the floor. What a difference!

APRIL 21



Shout Out

Eric Martin received recognition for fitting in this add on short notice, the Manchester Emerald City leather in Rhombus pattern quilted panel. While in a week when our machine is in demand for other orders, and while Eric had a million other things to do. Impressive and appreciated!

APRIL 21



Twinning & Marveling

Taslim Yousaf twinning with a beautiful Venetian Blue! Each year during Ramadan, he fasts from the morning to the night for a month! In previous years this really impressed all of us who couldn't imagine just one day without coffee, food, or at least water on some of the hot, humid days he endured! This year a new challenge, getting his second vaccination shot this week without being hydrated made this tougher, but he felt good on this day! You are a beautiful soul Taslim!

THE VALUE OF OWNERSHIP

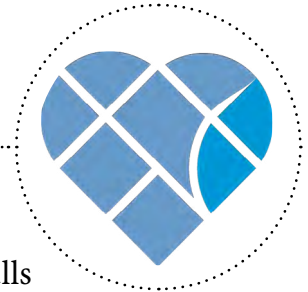
APRIL 21



A.J. Kucel modeled the value of ownership quite nicely - he took the quilted panel order from Elliott Aviation, learned how to run the machine with this pattern, all while being cognizant of not making mistakes because we had just enough of this Pinnacle in stock to yield the panels. Awesome work!

WHO IS THAT UP THERE?

APRIL 21



Why, of course, that is Jared Eckler or "Boss-man", as Regina Manginelli calls him. He is up on the toggle boards and in Final Inspection helping out and GSD.



Jared tossing pig skin hides and then toggling with the rest of the togglers.



Jared assisting in inspection of hides.

APRIL 22

Beauty In Cultural Differences



Jared Eckler loves celebrating differences and what makes us who we are, whether it's our upbringing, gender, or culturally! He enjoyed spending time with Louay Albadawi and May Issa, both fasting for Ramadan. The Muslim belief in fasting for Ramadan is that it teaches them to practice self discipline, self control, and sacrifice. The very act of abstaining from food and drink during the day gives a greater feeling and sense of empathy and compassion for those who have less. In addition to fasting, it is a time for more prayer and self reflection. May told Jared with pride that even though fasting could make anyone more irritable or less patient, she says she is actually more patient than normal because she is so mindful of herself during this time. These two are always so kind to many and they think it's special that Jared would spend this time with them and share it with you, Jared keeps telling them that THEY are special and he is humbled they would share with him as they are will with us!

Two unbelievable partners in strength, Grit, drive, passion, and carrying themselves with one of my favorite traits - humility. People who are purposeful and confident in their ambition and contributions, but also grateful and in service to others make the very best partners! Thank you both for sharing and for your endurance in fasting in such a busy month in which you are both getting so much done so well!

TOWNSEND FAMILY PARK

APRIL 24



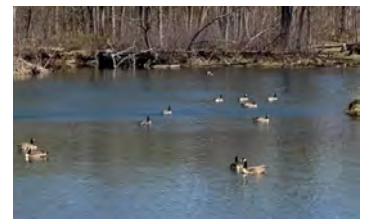
Thanks to everyone who came out at lunch for the Earth Day Pizza Clean Up! It was great to spend time together and do something nice for our little corner of the earth.



Carina Oare, Cat Mauleon, Sabrina Rafferty, and Laura Oara coming together for Earth Day!



Kylie Manoogian, Sherry Cocker, Margit Stuart, and Cat Mauleon working together to clean up things at the park.



Geese enjoy the Townsend Family Park every year before taking off for winter.



Partners on the other side of the pond cleaning.



Eric Martin and Cindy Moyer came to lend a hand too.



The winning name of the park out behind of Building 1 is now known as The Townsend Family Park by both online and in person votes from Townsend partners.

COVID-19 STATUS

APRIL 27



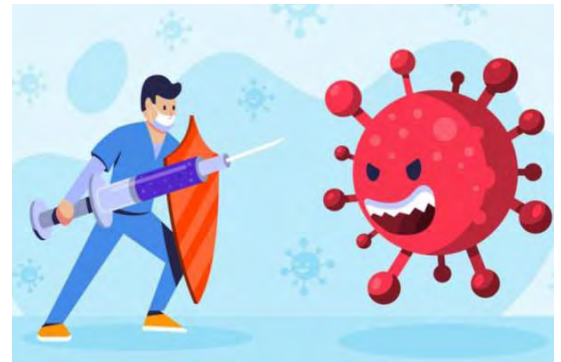
Townsend Leather was given the amazing opportunity to hold a vaccination clinic right at Townsend Leather! Adirondack Health and Wellness was held from 8:00 am to 10:00 am in The Solutions Center of Building 1 and gave vaccinations. The vaccination was Moderna and it was available only for people who had not received a Covid-19 vaccination yet.

Jared Eckler was very proud Friday to be able to tell the Bombardier leadership team on their afternoon call that our team is 20% vaccinated now, targeting 50% in the next month, and hosting internal clinics beginning this week! They were very impressed- in Canada it's still a very low rate of vaccination but good news for Bombardier team they also will host internal clinics beginning May 7th!

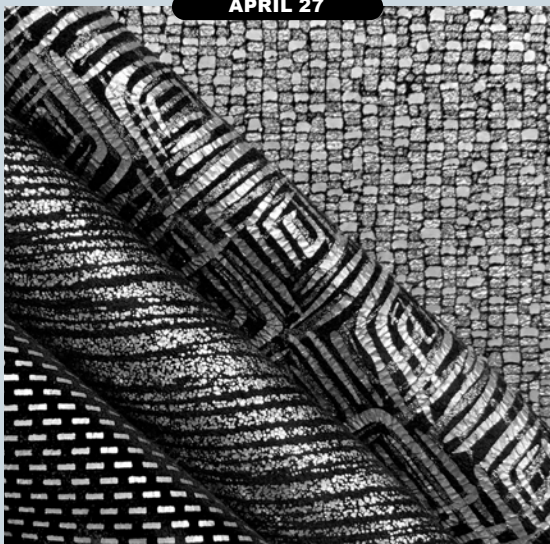
We actually have more partners vaccinated than our record shows at this time, and Jared has been talking to many partners. So it was cool to have over 20 of our partners receiving the vaccination this week!

Jared really appreciates all of Townsend's partners looking out for other partners and those in their life!

Vaccinations were all FREE for Townsend partners too!



APRIL 27



Ocean Treasures

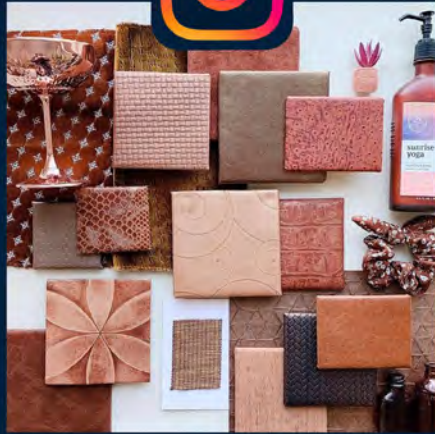
We sent some Soft Suede Navy Blue we had in stock out for foiling into some new patterns so we can do a mini product launch. Ocean Treasures draws its inspiration from a whimsical take on nautical themes. It features 4 striking patterns in a navy and sparkling silver colorway. These looks are sure to make waves in any design! Which is your fave?

APRIL 30



Howdy Partners!

Partners at The Stitch got together and had a Ridin' and Racin' day where some of the gals got on the smaller leather horses and raced and just had some fun.



FIGHTING THE GOOD FIGHT

MAY 3



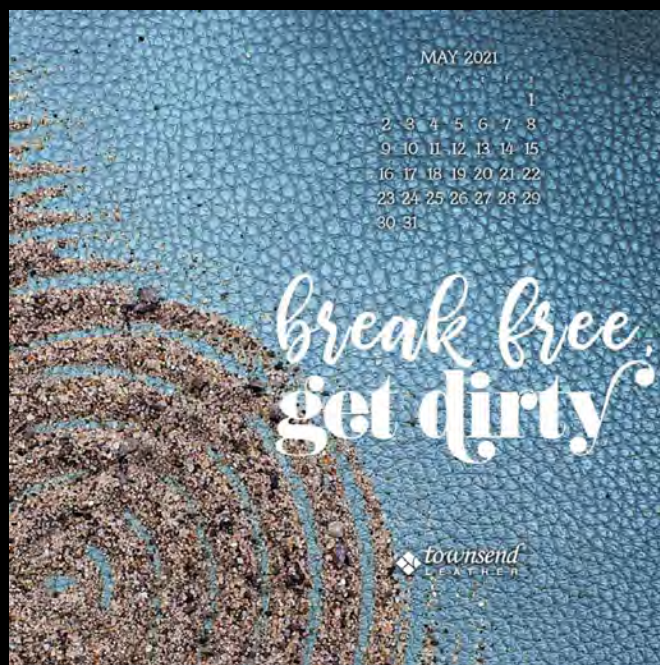
"Hey partners,

Wow, what an action packed April that was! So much happening in the way of work all around the company, progress in catching up on orders, renovations and machine setups, and new partners joining! It's sure exciting to count how many partners are vaccinated instead of on quarantine! We took in more new orders in April than we shipped, guaranteeing that we will remain very busy through June! We shipped slightly more in April than March with our Pig team setting a new record at 392,000'! Add to that 227,000' in cow and we are really getting shit done at over 600,000' a month and you are looking at a team able to produce over 7 million sq ft a year, that is so awesome! We have set our goals for shipping this month slightly more, targeting our first 400,000' month of pig and 250,000' of cow.

Fighting the good fight became more fun over April, as we could see the progress and could feel customers getting less anxious! We are still shipping late but we have as much now in front of us as behind us! May is the month we put the pedal down and watch those old March and April orders disappear as we throttle through the May ones! Trust in your efforts and each other, I can see us breaking free this month! In April, we were able to come together as a company for Earth Day! This was the first time we have all been in the same space since our Holiday party December of 2019! The month of April saw us resume team meetings, with production leaders and customer service teams meeting weekly! Connecting, sharing our stories, meeting new partners, and seeing in person some we haven't for way too damn long has been so nice!

April brought exciting new orders like the Karma Stability Mini Cobble – check the photo below and link if you may not be too familiar

<http://www.townsendleather.com/leather/samples/L-KRM-310-MC>



- most of you won't be, as this is a newer line developed in 2018 and 2019 from our Namaste collection by Monica Carey, very exciting to have this one! After Alison Martin brought the purple, Tricia Martin is trying to bring the blue with that Stability and a big commercial aviation order of Heritage Blue for 34,000'! Sherry Cocker and Kevin Kucel had a successful visit to Gulfstream who has been keeping us busy! Sherry and I are excited to attend a virtual supplier conference this Friday with Cessna, I know that probably doesn't sound exciting to many, as some of us have had more phone calls and zoom conferences in the past year than we had in our career otherwise, but a supplier conference is for talking about the future and I hope to get some insight and direction from them for the coming year, certainly they are keeping us very busy right now! Bombardier has been



FIGHTING THE GOOD FIGHT

getting us so many orders I have actually been challenging them as to whether they really could even handle it all if we could! Another large project you will see over this month and next is the L3 Antique Reddish Brown, over 300 hides that we will finish with the L3 team end of the month and inspect and ship mid-June. April also saw the breakup of GDC and Boeing on the Air Force 1 project, they are both suing each other for mismanagement and damages. You may recall this project Kevin Lindsley and I put up over a one and half month period last Summer – as it was 80,000' of Classic, only to never receive the deposit and eventually dismantling the whole order to put into other orders since. The two new planes are still supposed to be completed in 2024, so we will see if this project returns late this year or into next. In addition to L3, I anticipate Bombardier and New Balance will visit this month. We also completed our largest L.L. Bean orders last month and we are hopeful they may come visit us soon!

Like us, some of our customers are also hosting vaccination clinics, Bombardier and Gulfstream are both doing it this week, and Cessna did it last month. This is all very good for business, our customers will be able to work without interruption, travel, engage better with us, and capture new business! I am very proud to see so many of us vaccinated, we will pass 50% of the company in the coming weeks! I'm very proud of our first fully vaccinated team, do you know who it is? The Maintenance team, you guys rock! You are going to see changes in our company policy this month in



travel and mask wearing for those vaccinated that I'm very excited about! If you haven't yet, what's stopping you? Talk to me, Pamela Goldswor, your teammates who have done it – I'm not making any bones about this – I want to get us to 100%, how else can I help you make this happen – I want to see all of your smiling faces!?

We are talking about company events for the Summer, we'd really like to have an outside Longevity Luncheon, I'd love to have volleyball again, how about you? Got ideas for fun and togetherness? Productivity? Improving quality, efficiency, communication, recognition? Always looking to hear your ideas and thoughts, whether with the group in responding by email, or on Workplace, or to me privately. No doubt we are collectively doing a great job, getting work done, let's keep working it - making it more and more

fun to do so, enjoying time and recognition together, the better weather and Summer, and the planned holidays in Memorial Day weekend and the July 4th shutdown. Let's make this May ours team! Thank you all tremendously for a hell of a fight to get to this point, you all are making such a difference to our customers and each other – thank you, thank you!" - Jared

MAY 3



Application Pic

Tweed Woven Platinum looks amazing on this custom car seat. Photos posted by relicateleather on Instagram.

MAY 4



Tomlinson Strong

Daneen, (Kevin's Mom) let Jared Ecker know the family is putting together a benefit for Kevin Tomlinson for June 26th at the Mayfield Fair Grounds. As we get more information we'll share, wanted to get the date and idea out to you so we can start thinking of cool raffle donation ideas and save the date to show a great turnout for our greatly missed partner!

MAY 4

May The 4th Be With You



Jared Eckler joined Adele Armstrong in a fun twins Star Wars theme photo.



Ken Warner and Maria Lomanto with R2D2 in Samples.



Tyler Saltsman didn't get the Star Wars apparel message, so he added it to his shirt with a label stating "May the 4th Be With You!" Way to fit in Tyler!

If you can't tell already, Jared is a HUGE Star Wars fan, but Larissa Groesbeck definitely falls into that category too and wouldn't miss this day to join in on the fun too!

Jared joining Vern Young in a fun Star Wars themed day.



Jared Eckler, Sarah Eckler, Tricia Martin, Kelly Geiger, and Tim Beckett joining in the elevator (A powerful force).



TWINNING IN MAY

MAY 5



Ed Gray, Darrin Newkirk, Ed Bauman, Sr., and Oakley Cole bringing the blue.



Jared Eckler and Clara Birch twinning at the roller. Townsend loves the face Clara! We won't lose this pic!



Tyler Saltsman, Chris Oare, and Jeremy Douglass twinning and having fun in the sun.



Donnie Wilder and Mike Spinks posed for a pic, but the funny part is they both said "you can't even tell if we are smiling!" Jared said, "No, it's pretty obvious partners." LOL!



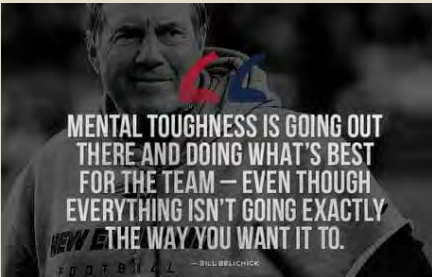
Met up with Kayla Savage and Carina Oare twinning in red flannel on the Dry Floor.

MAY 5



Grit

Toughness - mental and physical - the best partners have it - Grit. Spending time with Tom Larowe this week, he had an abscess tooth that's really painful. He got his 2nd vaccination yesterday so Jared and Tom both wondered what kind of mess he might be today. Like half the people Jared knew who have had the 2nd shot, he didn't have any of the temporary side effects of the shot. He had a little arm pain, and this is a guy who feeds and throws hides and well lately that's a lot of hides, and is lifting plates like in the pic weighing hundreds of pounds. He was doing that a little differently today, but he's doing it! Jared and Tom both had been waiting for their vaccinations to visit Archie Briggs later in the month. Archie Briggs always was Tom's right hand partner at the embossing machines and unfortunately came down with an illness. Jared and Tom are both looking forward to capturing a photo of Archie and Tom having a beer together!



COVID-19 STATUS

MAY 7



As Jared Eckler mentioned in his May shop talk, some cool CDC and NYS supported freedoms are coming to our partners that are vaccinated! Now, fully vaccinated meant 2 weeks AFTER receiving the full dosing (two shots, unless using Johnson and Johnson).

Here was our new guidance for fully vaccinated partners:

- May visit/meet with other fully vaccinated partners without wearing masks or physical distancing.
- No longer complete the Townsend Leather daily health assessment.
- No need for routine temperature checks if asymptomatic.
- Travel within the US without quarantining or get a Covid-19 test upon return in order to return to work.
- No longer need to quarantine or test following known exposure, if asymptomatic.

We continued to have vaccinated partners wear masks when walking through the buildings and when interacting with partners not vaccinated.

It was very exciting to see partners and the business become less susceptible to impacts of Covid-19. Having the ability to plan vacations without time for quarantine and testing, planning Townsend to run smoother without quarantines and lost time due to testing was going to make life personally and professionally better for us all!

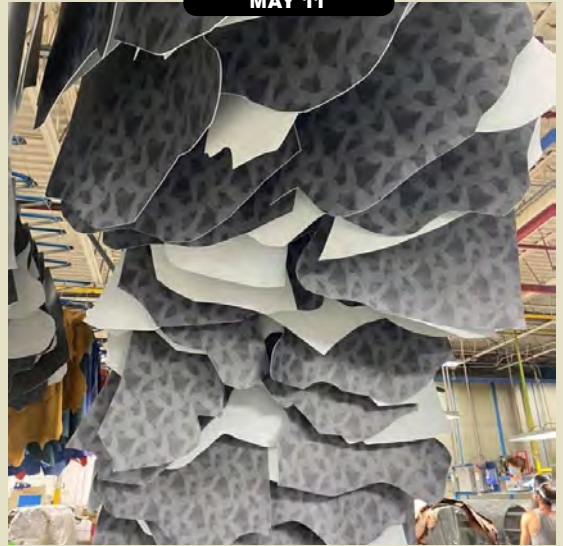
MAY 7



Relicate Leather

The last Instagram post of the day was the Taj Pink Squirrel from last Summer. The color and name are memorable. That interior restoration had now been finished and wow is this a beautiful car or what?

MAY 11



Hot Off The Press

Danielle Steding was stoked about these digital print hides for L.L. Bean! Hot off the press and a perfect match! Great job everyone!

MAY 12



Taj Goldenrod

We had been missing metallics so much! Kevin Kowalski said the same and our metallic supplier asked him what happened to the need for metallic too. Richard Gilligan joined us on this day from Perrone where he did color matching for 4 years, but never a metallic - he received his first challenge on a Taj Shamrock! He did great!

MAY 12



Gaufrage Brushed Metallic

Gaufrage Brushed Metallic is select full grain hides, that are aniline-dyed and hand-rubbed with beautiful metallics that accentuate the leather's natural characteristics and embossed patterns. Gaufrage is a unique embossing process that creates upholstery leather of exceptional softness and beauty.

MAY 13

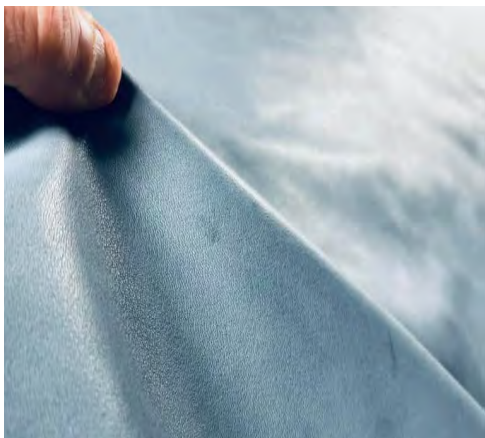


KARMA MINI COBBLE STABILITY

Yesterday we said we were pining for some metallic, here's the next big one Jared Eckler couldn't wait to see - Karma Mini Cobble Stability! This space is used to compliment Thomas Horan.

Jared missed looking at leather with Thomas out of the drums! Whenever Jared and Thomas are together for 5-20 minutes, Thomas shares with him his observations, and asks Jared about his. He asks Jared questions about everything from pros and cons of vac drying to have we ever seen such a difficult time in hiring? It's obvious that Thomas cares and well beyond his station, he's inquisitive about customers, raw materials, colors, products - everything! And Jared loves that about him! Jared told him he'd hoped by the time this order got to Embossing that he'd be helping with that too, we've been trying to add partners for him to shift to Embossing for a long time now and Jared knows he's going to be awesome there! Thank you for your hard work Thomas!

DID YOU KNOW?



These were given a resin retan to help with the print, they feel full, yet soft out of the drum.



See that crease? These hides were bought as AB but these creases and wet blue wrinkles caused in Europe are part of our C grade fallout - these hides actually are naturally very nice - the only flaws are all mechanical and can only be hidden by buffing or embossing. Because these hides are also veiny we couldn't buff without embossing. The leather Gods have smiled upon us - it's so great when you have raw material like this and you get that miracle order - Karma you could say! A light metallic finish done full grain and the mini cobble texture on top - the veins and the creases and wrinkles are no problem and we get to minimize the steps on a nice volume order!

MAY 13



Danny Klingbeil

Danny is one of the key players when it comes to toggling to getting shit done. Whether it be working in the embossing or toggling on the weekends on pig toggler which he worked the last 10 or so Saturdays. We can always count on Danny to help out where needed. Danny has had perfect attendance a few times in his 17 year career at Townsend Leather!
Congratulations on your 17th Anniversary Danny!

MAY 15



Archie Briggs

A few partners attended a nice service for Archie Briggs mother, Sharon, who passed last month. It was a beautiful afternoon, service, and nice to catch up with Archie. He misses everyone, loved to hear how busy we are, and lamented how so many people don't want to work these days (hearing about challenges in hiring) and it's all he wants, is to get back to work! Next up for him is to get prescription glasses which will give him clear vision in his left eye. Jared got his photo he was wanting.

MAY 17



Exciting Finish

Today was our first trial Classic Cowhide on our German material vacuum dried! "Necks smooth like the butt," says Taslim Yousaf. Looked very tight and smooth off the line! Very exciting!

MAY 17



Quilted Sample Sets

We have 23 standardized patterns being sent out to select customers this month. We've been working since last year on standardizing some patterns and producing this reference kit and love the way it came out. Thanks to everyone who played a part in preparing this beautiful presentation.
Looking forward to nabbing some more quilted orders.



LUXURY

you can feel

Don't compromise on design.
We are here to help you focus on what matters.

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MAY 19



Second Shift

Pretty exciting stuff on Second Shift!
We actually have enough partners to run both
toggle machines if we need to (like tonight)
How awesome is that?

MAY 21



Out With A Bang

Cutting ended this week with another Longitude shipset
the door for Ipeco, along with panels for FACC. Big thanks to
Chris Weil for getting these panels embossed so we could ship
them out. We also shipped 3 other FACC panel orders and a M2
shipset this week. Oh yeah and last minute we shipped out 40
Classic Mink NetJets Logo Panels for Cessna. Great job team,
keep up the good work.

MAY 20



KARMA MINI COBBLE

FINISHED

MAY 25



Just Call Me Scarlet

Rebecca Danelorich happened to be twinning with the Heritage Scarlet Red for Tricia Martin's customer.

MAY 26



Positions Available

Pamela Goldswor and Megan Kucel participated at the Fulton-Montgomery Community College Job Fair.

MAY 27



Nerf Gun Gang

Some fun outside from our Nerf Gun Gang, to our pig tailed twins, to our grill master - thanks Jeremy Douglass despite the grill trouble. What a way to have a fun afternoon partners!

MAY 27



Tom-Thom

Jared Eckler was so happy to see Thomas Horan training today with Tom Larowe - TL asked Jared if he was going to call this pic "Tom - Thom" - which he thought was funny, as they told him there are now 3 Toms in Embossing now (Thom Dona). TL also told Jared TH was learning fast and doing great already - great news! No surprise with a great teacher and learner!

2ND SHIFT DOING IT AGAIN

MAY 27



More exciting news from 2nd Shift! They've been working hard trying to build a team to run stucco on 2nd and here we got it!

Trial run on a stock order of Whiter Shade of Pale!

Way to go team including John Hill, Ethan Warner, Nate Cotton, and Darrick Verigan!



Working together to pull the hides off the sprayline after being stuccoed and getting them up on the horse. Great work team!

John Hill and Ethan Warner feeding the hides in to be stuccoed.

CRUSHING IT ON A DAILY BASIS

MAY 28



Townsend's Shipping Team's hard work and efforts are noticed.

This month they measured 285,533 SF. NAILED IT! They all did this while having fun and Getting Shit Done.

We plan to come back in June with even higher numbers, maybe 300,000 SF? What do you say? Great job!



Bert Williams, Mary LaMere, Ken Warner, Jill Santiago, Belinda Steding, John Goldswar, Dan Pitcher and Donna Oathout (missing here) crushing it again.

JUNE 01

TWINNING AND SMILES



JUNE 03



KARMA AND PRANA STUNNING

Their faces show how Jared Eckler felt about the work Townsend Partners all did on this project! The look, the feel, the color, and print on the Karma and Prana Stability is stunning! We did it efficiently and on schedule with it due this week! Thank you everyone!

JUNE 03



Ooo, La, La!

Stacey Garcia's Boho Luxe Cowhide after metallic before effect coat and embossing! Boho Luxe was designed by Stacy Garcia for Townsend Leather. This large scale droplet design moves effortlessly with its free flowing organic forms, embossed and burnished for a naturally well-worn appearance.

JUNE 4



It's True

Each time an order gets shipped a cowbell is rang in the Shipping department.

As Jared Eckler put it, "You gotta get shit done to have more cowbell!"

WHAT IS GOING ON IN CUTTING?

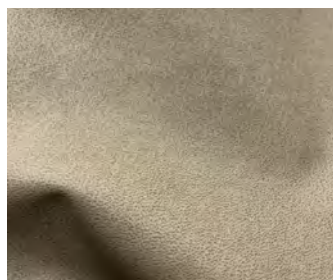
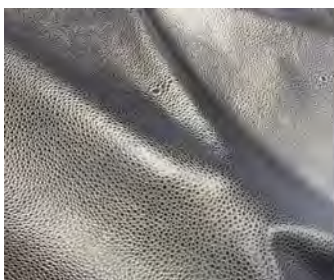
JUNE 7



They had been putting their noses to the grind stone to work ahead in preparation for July shutdown. BJ Smith mentioned they got all caught up on orders for FACC, working hard to get 2 weeks ahead for Ipeco and getting production orders done as soon as they arrive at their doorstep. A new partner, Tim Rivera, was being trained in the process, who was learning fast on top of moving around the department to learn all the awesome stuff we do! Tommy Carter and Janessa Smith had stepped up in a big way taking on more and helping with training Tim. Chris Weil helped out tremendously with following FACC orders through production to help with quality and on time delivery.

Awesome job team, keep up the good work!

Take a look at some awesome products that went out the door. Metallic Stingray Tigers Eye and Tapestry Turtle Dove for FACC. We have also been shipping out a bunch of NEW Longitude Classic Crystal/Underground along with the Latitude Classic Mink/Bone shipsets. Always a big thanks to Measuring for getting them all out.



JUNE 10



KAYLA SAVAGE

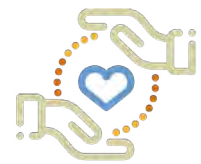
SUPERLATIVE WINNER

Regina Manginelli, previous winner of the Cheryl Brothers Award, announced Kayla Savage as our Legacy Award for Caring.

Cheryl retired in 2015 after 30 years of setting the example for all of us in showing equal amounts of care for her fellow partners, their wellbeing and happiness, as she did for getting the work done. The value of Caring is ultimately the one that feeds the fulfillment of most of our other values.

In this year's top nominees, Carrie Gifford, Pamela Goldswor, Kayla Savage and Mary Ann Weber - you all really nailed it with this year's voting in selecting partners that perfectly act and work in Cheryl's example! Last year's ambassador, Regina Manginelli, proudly praised these four amazing women and passed the torch on to the very deserving Kayla Savage! Congratulations Kayla! Thank you for all the care you put into your work and efforts and fellow partners over the past year! In a pandemic year, where you did everything from lead a sanitation team, to help foster a growing team in our booming pig, shoe, and contract business - your efforts made a huge impact on our success and the well-being and productivity of those around you!

Congratulations to the other 3 nominees as well - their care for the health and well-being of both their fellow partners and our business itself over the last year made a true difference in getting us all through that extremely difficult period.



CHERYL BROTHERS
AWARD



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.



SORTING PRODUCTION

80,000 SF

We had a productive week in Sorting, with our largest hide shipment this year that arrived Wednesday morning. We were able to put up 80,000' SF in orders! Thanks to Tricia Martin, A.J. Kucel, Josh Roberts, Chris Weil, and Eric Martin who helped load tables and to Debbie Brunco for tracking and getting us this shipment here fast! We had Danielle Steding take our photos out on the rooftop of The Stitch. Kevin Lindsley got his new kicks just in time for this day! Next week is the last week we will have Toby Lamphere's help for the Summer as he is going to have rotator cuff surgery and we are going to really miss him for 3 months! But he'll come back stronger than ever and soon Tommy Carter will be rejoining us in Sorting! The hides we sorted this week looked and felt awesome - these guys are excited to see these orders come through over the next month!



Astonishing

This month we shipped out an astonishing looking panel order for FACC of Nubuck German Chocolate Ptrn: Italian Pebble put up by Jared Eckler. Awesome job on this one Team! Keep up the good work!

PRIDE MONTH CELEBRATION

JUNE 11



Townsend is and has always been a company that celebrates color, freedom of thoughts, personal expression, and inclusivity of all humans. We live in a diverse, multicultural world, where everyone should feel safe expressing themselves.

Love is love – show your love, in allyship.

We have showed ways you can show Pride in your leather designs with ideas from Townsend, www.townsendleather.com/pride-2021, in everything we do at Townsend, we deeply love leather, **but we know what is even more important is, people.** So we also wanted to share our passion and pride for humans.

This year we continued and **increased our support** of the HRC and their valiant mission.

“The Human Rights Campaign envisions a world where every member of the LGBTQ family has the freedom to live their truth without fear, and with equality under the law. We empower our 3 million members and supporters to mobilize against attacks on the most marginalized people in our community. Equality for ALL not for some.”



HUMAN
RIGHTS
CAMPAIGN®

‘Equality for all’ is an idea we can fully and strongly stand behind. It is an idea we try hard to express out to our community. Sometimes the impact you have on others stays invisible, but sometimes you get lucky and you meet someone who is brave and willing to be vulnerable.

Townsend is an equal opportunity employer. We are heartfelt intent on balance, growth, and innovation for all, especially those that face marginalization and unfair barriers. **We hope everyone can find a place they feel welcomed, where they feel like they are with family, and we will continue striving to be that place for as many people as we can.**



Top: Jared Eckler, Cindy Moyer, Kylie Manoogian, Kelly Geiger, Heather Van Buren, Tricia Martin, Sherry Cocker, Mandie Kolakowski, Margaux Pierce, Megan Kucel Bottom: Dayhana Vasquez, Danielle Steding, Sarah Eckler

Love is Love



PRIDE



LEATHER



COVID-19 STATUS

JUNE 15



Today was a GREAT day for New York!

NY hit 70% of adults vaccinated! We now lifted the mask mandate here at Townsend and made masks optional for all partners. Yay! That meant that you can decide if wearing the mask is right for you. We still asked that partners please stay home if they were not feeling well and stay connected with their leads for next steps.

Pam Goldswor said it was so seeing everyone smiling on this day! Then, asked if partners were ready for another thing to smile about?

She shared the news below:

- We will no longer need to complete the daily health assessment before coming in to work each day.
- We will no longer need to complete the contract tracing logs as we move between buildings.

She asked partners to keep monitoring themselves and stay home if they weren't feeling well.

Townsend continued cleaning practices that made sense for our teams and stayed in good communication with each other.

Pam told partners:

"Townsend keep being awesome, Keep being YOU! Congratulations partners, we are turning the corner together!"



STRONGER  **TOGETHER**

JUNE 15



Shout Out!

With close to 100,000' put up in Sorting last week, our partner, Sarah Gray, has been crazy busy issuing 20 tickets a day! With raw material coming in late, and customer orders coming due, and July 4th shutdown just around the corner, Sarah knows every day matters to get this work into our production team's hands! She was killing it as usual, always going the extra mile to capture all details, processes, and inventory with speed! Thank you Sarah, you are most excellent!

JUNE 16

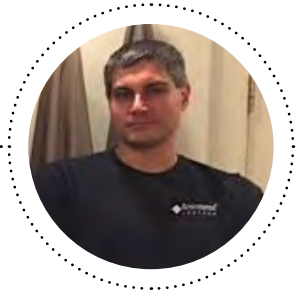


Mike Husted, Sr.

Big Happy 26th anniversary to this smiling stud muffin! Partners love this guy, his work ethic, enthusiasm, and partnership! Thanks Mike for all you do buddy!

THANK YOU FOR ALL THAT YOU DO

JUNE 18



Happy 14th anniversary today to everyone's hero Luke Davis! As the leader of our Maintenance team, that title doesn't do justice enough to all he does for us! Yes, he fixes things all the time urgently, economically, and with care and it almost always is under duress - leather isn't being made and sold if our equipment isn't functioning! For some, maintenance suggests maintaining but Luke's work over the past year is more building and growing than just sustaining! The expansion, moves, and changes on the Ave this past year in Coloring, Dry Floor, and Finishing have all added the ability and means to make more and better leather!

Our growth this past year just hasn't been possible without Luke's efforts. He may be a man of few words and doesn't wish for attention or accolades, but Jared Eckler just needed to tell you the pride he takes in making us better is deep and a big passion for him. Fixing things sure, can do, but it's the enhancing Luke loves - the beautification and modernization of our grounds and buildings that is Luke in his sweet spot. You are doing an awesome job at that sweet spot too Luke, we all appreciate so much all you do to keep us running and comfortable for today and growing and excited for the future! Thank you for all you do!



James Carrol, Roy Willis, Tim Beckett, Chuck Cannizzo, and Luke Davis enjoying lunch together at a Townsend event.

DID YOU KNOW YET?

JUNE 18



We're making some beautiful nubucks for L.L. Bean?

We were up against a competitor (Seidel) on this program and came in with the win.

Three colors (Field Rose, Grey Pebble and Graphite) we're selected and orders are already in place. This is a smaller program being that there's only 1 SF used per pair, but still an awesome program to be a part of and Danielle Steding is super proud of our team for nailing this on the first try! Check out these top secret prototype pics their design team shared with her!



RED, WHITE, & BLUE ALL OVER

JUNE 18



Hollie King, Jared Eckler, Julie Pettit, Kayla Savage, Carina Oare, Paige Coyle and Margit Stuart

OMG the Red, White, and Blue is really popping all over on this beautiful Friday! Much love and appreciation to all for a great week! The customers would never know how hard we worked in the last 3 weeks on orders being presented so seamlessly! It is what we do best! Thank you partners!



Cindy Moyer, Tricia Martin, Alison Martin, Sarah Eckler, and Maria Lomanto having fun in the sun posing for Red, White and Blue.



Christa Fonda, Mandie Kolakowski, Kylie Ma-noogian, and Dayhana Vasquez posing in front of Jonathon Heroth's white truck.



Jonathon Heroth enjoying showing off his white truck along with his partners shown in red, white, and blue too.



Carina Oare and Danielle Steding joining on the production floor for a pic.



Cat Mauleon, Laura Oare, Josh Roberts, Isaac Dutcher, working together and joining in red, white, and blue.

Dayhana Vasquez smiling and enjoying the sun!



Jeremy Douglass, 2nd Shift team leader, always joining in on the fun, tye-dye hat and shirt to go with it.



Jared and John Goldswor taking a pic with their red, white, and blue, which partners do.



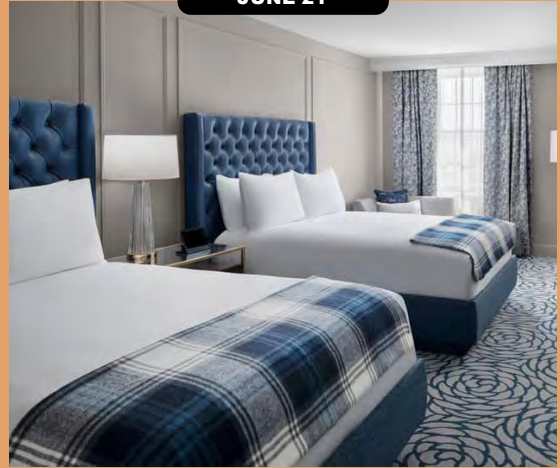
JUNE 21



Donnie Wilder

We all will be crying in a couple weeks when we celebrate Donnie Wilder's 15 years and his well deserved retirement following July 4th shutdown. This man is as tough and hard working as he is funny and gentle, that combination of traits doesn't belong to everyone and less often to people 71 years old! Well before he became indispensable at cleaning and taking care of us, he was a dry floor specialist! Working everywhere from toggling, to the fini, to embossing both on the flat bed and on the calendar press, Jared Eckler remembers when the idea first floated for him to clean instead and his first thought was - he's too valuable to production! But his 2nd thought was its brilliant! If there is someone you want to circulate around the whole company to care for others, socialize, and share a laugh - well, you couldn't do much better than this amazing partner! Much love Donnie!

JUNE 21



Bell Bottom Blues

If you were here towards the end of 2018, you likely remember the excitement around a 12,000 SF order of Manchester Bellbottom Blues for a hospitality order for headboards. A number of us even wore bellbottom jeans the day it shipped. We found application photos of this leather on the hotel's website so wanted to share. How beautiful are these tufted headboards in our leather? The hotel is the Lytle Park Hotel (an Autograph Collection hotel property) in Cincinnati, Ohio.

TWO TRUTHS AND A LIE

JUNE 23



The Shipping and Customer Service, Sales, and Marketing Teams got together for lunch today at The Stitch. We had a lot of fun playing a game called "Two Truths and A Lie" and getting to know each other better through that game. We learned some pretty interesting things about each other. These partners are so proud to work amongst all these awesome Partners and glad they took a little time to pause and be together with some laughs before the last crazy week and a half before shutdown.



INVALUABLE IN SO MANY WAYS

JUNE 23



Happy 16th anniversary this week to Tim Beckett! He has been invaluable to the company and so many of us over the past year! His work on the PPP funds helped us pay all partners during the time we were closed, reduce losses, and in some months stay profitable, even when we were slow and trying to figure out uneven, changing, and eventually highly accelerated growth spurts!

The acquisition of the vacuum dryer and all the equipment picked up from the Tasman and Wood & Hyde closures were all spearheaded by him. He saw the opportunity to capture these once in a lifetime investments at a time when no one else was spending money and investing in a future that was very uncertain. He had the faith and confidence in us to lead those gutsy decisions, because he also saw the opportunity in capturing the business those closed tanneries could no longer serve. Going after L.L. Bean, SAS, and expanding our work with New Balance was born from Tim's vision and passion to grow and expand our business and was likely to the outside world all a natural progression following our Grove Street expansion – but nothing happens that easily! Though some of us, yours truly included, do believe in a little Karma and good things coming to good people.



Tim showed such ownership for the success of these pursued opportunities, that he refocused his role this year, working side by side with Carrie Gifford as pig exploded before, during, and after the pandemic really affected us the hardest in February. He has since worked closely with production, especially Coloring and Carrie to help the teams handle the growth and development of new products and workloads! Many teams and partners will cite Tim as one of the partners that challenges them the most (and it's not always loved at the moment), but also comes behind them equally and supports their success after (and that's when they appreciate his leadership most, fully seen and felt!)

Tim would be one of the coolest cucumbers throughout the pandemic, often the voice of reason and calm for those like Pam Goldswor, Sarah Eckler, Tricia Martin, or Jared Eckler dealing with the daily struggles as each new threat or situation presented itself in partners being sick, exposed, or any of the millions of scenarios that seemed to hit us daily. Tim's 16th year may have been one of his harder ones personally and professionally – he'll never say, but Jared feels that this tough year we endured together is going to bear fruit in the future that will make us look back on that tough time more fondly! Thank you Tim for all your work and in such a tough year helping to provide hope and opportunity for all our future!



JUNE 23



Her Shirt Says It All

Jeremy Douglass thanked Clara Birch for coming back and helping stake 6 loads of pig in under 3 hours! After working all day till 4:00 pm she went home, took care of the animals and then came back and worked 6:00-9:00 PM. She even brought him coffee! You rock Clara!

JUNE 24



Jumping In

Henry Araujo was a little behind due to machine malfunctions. Emily Munson literally jumped at the opportunity to try something new! Shout out to one hell of a partner!

SUCH AN AWESOME VISIT

It was so awesome to visit with Kevin Tomlinson when we dropped off some items for the raffles for his upcoming benefit. As BJ Smith shared, he has made some great strides and is looking and doing great! He told us one of his motivations to keep working hard through his rehab is getting back to work with all of us. Here are some photos of the chair Chuck Cannizzo upholstered for him in Sierra Nevada Cowhide Navy Blue, complete with a digitally printed leather pillow with the Patriots logos on it.

JUNE 24



IT IS FABULOUS YELLOW FRIDAY

JUNE 25



Donnie Wilder is loving his pic with the sunny gals of Townsend. Getting ready for shut down.



Larissa Groesbeck and Jared Eckler enjoying a beautiful day.



Jeremy Douglass and Emily Munson always participating in on the fun with great apparel.



Out of this crew, who do you think is most excited for this office refresh at Bulding1? Jared Eckler, Thom Dona, Pam Goldswor, Dave Kucel, Rebecca Danelorich, Susan Hansen, Monica Carey, or Gabby Strait?



TOMLINSON STRONG

JUNE 26



The turnout was incredible! Hundreds of people, hundreds of gifts donated to raffle, Kevin Tomlinson and Jessica were both so grateful and overwhelmed with all the family, friends, and partner support! Many were impressed by how much support, love, and generosity they saw and have seen in helping these two, but definitely not surprised! Two really great people who have come so far in a tough year! Townsend is so proud of you Kevin, keep fighting, and we all have your back! Thanks to all partners who came today, many more than pictured, and thank you to all who donated and supported otherwise!



Jared Eckler and Barb Knowles came out to support Kevin & Jessica Tomlinson.



A wonderful photo of Kevin and Thomas Horan proud to be together.



Scott Brothers and Jared taking a moment to catch up and support their partner at the same time.

A beautiful photo of Sarah Eckler, Jared Eckler, Kevin Tomlinson, and Jessica Tomlinson proud of everyone's support.

JUNE 28



Back On Tour

It was great to see Kevin Kucel giving tours to our newer partners again! It was something that made Jared Eckler so happy. We think it's so important and meaningful to each of our roles and how we contribute to the greater good when we know and see all of the company, the process, and our partners!

JUNE 29



Slow Down Buddy

Nina Lomanto, Kylie Manoogian, and Megan Kucel found Donnie Wilder working hard outside zooming around on his fork truck, and we were able to slow him down for a nice picture to share! Thanks Donnie!



We are the manufacturer,
which means we can custom
produce any color, sheen,
pattern, embossing, texture...
any leather.



HAPPY RETIREMENT RICK MITCHELL

JUNE 29



July 4th shutdowns are always a big week for our Maintenance team as they only get two weeks out of the year to do important preventative work on our machines to keep us running more smoothly through the year. Last year was the first year since 2008 we didn't have one with the pandemic shutting us down earlier. July 6th is Rick Mitchell's 29th anniversary with us and his last, as he will join Donnie Wilder in retirement following next week!

When Rick joined us, we only operated in half of Building 1 on Townsend Ave, leasing the remaining space to other leather companies. One spray line, one fork truck, a staker, 6 dry drums, a side buffer, a couple of small toggle machines, 2 flat bed presses, color drums, a vac dryer, and a measuring machine was the extent of our manufacturing. Over 29 cold winters and hot Summers Rick did everything from maintaining the grounds, fixing machines quickly to reduce disruption to production lead times, and helping us grow the company to 4 buildings today!

He hand assembled the two large toggle machines on our dry floor, installed new whole hide buffing machines twice, added flatbed presses, a rollerpress, staker and stackers, measuring machines, two new spray lines and rollercoaters, new vacuum dryer last year, all along with countless renovations, demos, and moving equipment from one space to another as we grew! Rick has never made a piece of leather and rarely touches it, he's just an unsung hero who gives those that do make it such great working equipment and conditions for them to do it so masterfully!

Rick's dedication to the company and its partners will always be remembered and cherished. He often helped partners outside of work, including the Kucel family on household work and issues as well. We are all so thankful for all Rick's efforts over his career with us and wish him so much fun and relaxation in retirement! Happy 29th Rick and all the best retirement wishes and memories to come! - Jared Eckler



Tim Beckett, Rick Mitchell, and Jared wishing him well and thanking him.



Roy Willis and Chuck Cannizzo made these beautiful chairs providing a wonderful gift to Rick for his years of service.



Sarah Eckler, Rick Mitchell, Tricia Martin and Terry Kucel join in the celebration to wish him well and thank him.



Terry and Barb Kucel join Rick Mitchell at the Summer Blowout luncheon, where Rick and Donnie were honored for their years of service.

JUNE 29



Ocean Blue

Chris Smullens moving one of many partners' favorite on the floor, the Ocean Blue. Beautiful!

JUNE 29

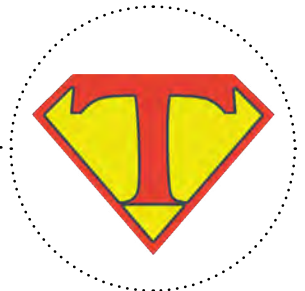


Mike Spinks

Happy 17th anniversary Mike! Our embossing calendar and flat bed specialist as well as one of the finest fini flex operators ever, Mike loves making texture and feel effects come alive on our leathers! His touch and attention to detail comes from more than 40 years of total leather experience. Ethan Warner and Thomas Horan are in good hands learning from him and Tom Larowe and the team says both guys are doing great!

NEAR PANIC MODE

JUNE 30



Sarah Eckler would not lie, she was in near panic mode on this afternoon worrying about how we were gonna finish pulling, rolling, boxing 24,000 SF of overruns from many, many different tubes and racks. She promised a new overstock buyer to ship this week. A few partners started earlier in the week and had been working on it between regular jobs and party throwing. But then luckily she was reminded that she works amongst a team full of awesome partners. Lindsay Salisbury, Tricia Martin, Kylie Manoogian, Nina Lomanto, A.J. Kucel, Mandie Kolakowski, and Jonathan Heroth to the rescue! They got 43 boxes zipped up by day's end and hides rolled for the last 14 or so tomorrow. She sent out a huge thank you to all and stated how she loves this team and how everyone is so willing to help a Partner in freak out mode! Townsend Superheroes to the rescue!



BIG SUMMER BLOWOUT AND RETIREMENT PARTY

JUNE 30



We had a blast before shutdown week and honored two very special partners at the same time! We had and participated in:

- Sturgess' Chicken BBQ
- Ice Cream
- Dunk Tank
- Yard Games
- Giveaways & More!



We kicked off the Summer by having fun in the sun with our fellow partners! We came, we ate, we did some dunking, and had some laughs! Thanks for a great time today, Partners!



Many partners gathered for group photos that will be a memory for all.



Sarah Eckler and her flamingos glasses, LOL, along with Thom Dona in his crab glasses.



Kylie Manoogian, Rick Mitchell (retiree), Nina Lomanto, and Pam Goldswor posing with the banner.



Donnie Wilder, retiree, Mike Spinks, and Tom Larowe have a good time together.



Brett VanNostrand always dresses for the part, especially for the dunk tank as a big loufa! He is hilarious!



Just like him, Luke Davis putting a picnic table on the back of a truck and eating his lunch. Jess Wiltey joined him.



Sherry Cocker and Olaf dressed for Summer.



Shawn Seeley getting ready to dunk one of his partners.



Carrie Gifford and Paul Lomanto signing a best wishes poster for Rick Mitchell.



Regina Manginelli always assisting at our Townsend events. Thank you!



Many partners gathered for group photos that will be a memory for all.



Janessa Smith, BJ Smith and Tommy Carter enjoying the Sturgess BBQ.



Jared Eckler up in the dunk tank to take on his partners' throws and...



...down he goes! LOL!



Ken Warner volunteers to go up and see who can drop him in.



Ed Bauman, Jr. means business. Take a look at this photo, strength and all coming with this one.



Pam Goldswor gets ready to throw and knock Sarah Eckler down in. Sarah was nervous but a great sport.



A great group having fun and making the Summer Blast even more fun with the dunk tank.



Megan Kucel, Larissa Groesbeck, and Maria Lomanto at the Mohawks Baseball Game sign-up table.



We found a table of partners acting cool with their shades - Ethan Warner, Ed Bauman, Jr., Thomas Horan, Jackie Fox, Shawn Sims, and Tyler Saltsman.

BIG SUMMER BLOWOUT GROUP SHOTS

JUNE 30



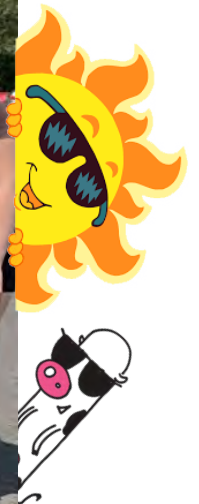
Kevin Kowalski and Chris Oare enjoying the afternoon.



Sisters, Sarah Eckler and Tricia Martin, enjoying seeing it all come together.



Rick Mitchell and Jess Willey, friends for a long time, showing off her shirt stating "If Mitchell Can't Fix It, We're All Screwed."





JULY 1



THOM DONA

SUPERLATIVE WINNER

What a year the past one has been for all of us in staying cool under such uncertainty! Thom has been a shining example despite tremendous hurdles he always focused on what he could control with a calm and cool perspective!

Thom would be one of the first to return to work even when we were closed, Jared Eckler had him working on a couple of important CFA's and SKO's. When we reopened we brought his team back gradually to reduce risk.

Thom was the only constant partner and he juggled operating all the presses, fini flex, tipping and embossing loads, CFA's and SKO's and planning the workloads. He also looked after his partners whether they were in or out checking on them personally and making sure everyone felt good about what they were doing and what the situation was.

When Covid hit us the hardest in February for one week when most of the Dry Floor and all of Finishing was on quarantine - Thom ran the Dry Floor, pig and cow without blinking! Even with a leg fracture and obviously having earned the right to take a little time off he has been undeterred, unflappable! Thom always does his best to get work done, take care of our partners, and do it with a smile, a joke, and a story, or two - wait what were we talking about - oh yeah! Thom, you've been amazingly cool under great pressure, changes, and uncertainty and your partners see it and appreciate it! Thanks for all you do and are!



JOE COOL
AWARD



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.



ANILINE GAUFRAGE

COWHIDE



Gaufrage is a unique embossing process that creates upholstery leather of exceptional softness and beauty. The design impression is transferred to the leather by an engraved roller under high heat and low pressure for a soft natural hand without pattern match lines. A full grain cowhide that is roller embossed then hand-tipped with multiple applications of clear, metallic and pigmented finishes.



QUILTING & DIGITALLY PRINTED LEATHER

WWW.TOWNSENDLEATHER.COM





GABBY STRAIT

SUPERLATIVE WINNER

Congratulations to Gabby Strait, this year's Jane Cool! Our Pig team makes monthly record breaking look like a casual thing, they do it so often these days, with them setting a new one for June at 415,000! We know it's hard work and of course a team effort, yet without Gabby over the past year we may not be where we are today!

As the workload returned last year following our closure it quickly surged to double the amount we were doing the year before! It happened faster than we could grow our team to accommodate! Gabby was doing everything from tickets, sorting the wet blue, milling, final inspection, and invoicing on the work!

Gabby rose to the challenge in doing more work, giving more direction, and training new partners as they came on! She did it all with the kind of cool, calm presence that belies just how passionate, intense, and driven she is! She helps others around her feel good about themselves and the work they are doing and achieving, and that's as important to her as getting the work done!

Gabby, we are all so proud of your way with others and in Getting Shit Done! Thank you for all you do and are!!



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.

JULY 2

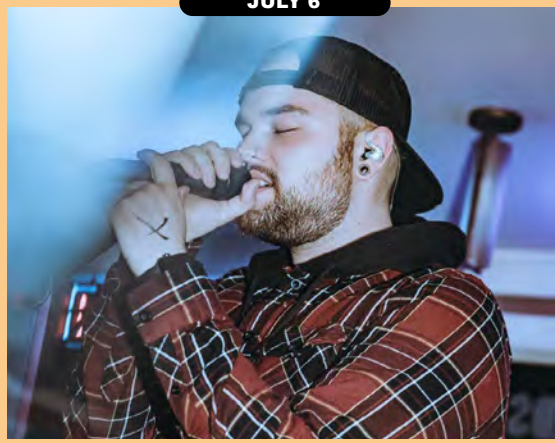


Red, White, and Blue

Just like our great nation, it takes all our talented partners, from every department and all walks of life, to create these truly amazing products.

Here are 3 color rich, vibrant leathers we had the pleasure of inspecting this week...Classic Berry Chic, Honey Pearl, Monday Blues. Happy 4th... thank you America!

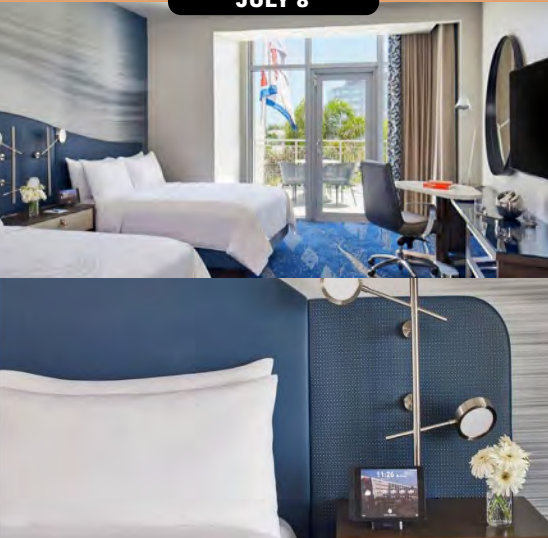
JULY 6



Tommy Carter

Happy 5th anniversary! When he and Jared met last Summer about coming back after being away almost a year, he said he'd do anything but really preferred not to go to Cutting. He did that for most of his first 4 years and he really wanted a shot at doing different things and growing in the company. Within weeks of him starting though, Kevin Tomlinson had his accident & Cutting would need help to cover for such a great loss. Tommy never flinched and stepped up awesomely for the team in a busy year and with us missing Kevin and Janessa Smith at certain points during the pandemic, along with BJ taking a paternity leave - we simply couldn't have done it without Tommy this past year! He was our hero to cover a fallen hero! Happy Anniversary!

JULY 8



It's A Classic

Our Classic Sapphire and Classic Sapphire Perforated with CR-9 in the Daytona Autograph Hotel (Daytona, FL). It was a pretty large order we shipped back in 2018 - almost 5,600 SF of the perforated leather and 6,000 SF of the Classic is in all the guestrooms of this hotel.

JULY 11



Vanessa Ninneman

In 5 years she has been in the Lab, color matched in Finishing, and for the past couple color matching, scheduling, admin, and inventory management in Coloring! The team recently celebrated an end of month with a near perfect inventory, which may not sound exciting but they use a lot of different products (some of which have been hard to get in too) and they fought hard to reduce end of month errors and saving dollars! Vanessa's tenacity for getting work done, doing things right, passion for beautiful color execution, and drive to learn and excel is infectious! Jared Eckler always admires her red hair because it resembles the fire in her that shows in her work and personality!

HAPPY 42ND ANNIVERSARY

JULY 12



Tom focusing on creating the art he loves so much at the flat bed press.

Ladies and gentlemen - Partners, our record setting anniversary Partner - Happy 42nd Anniversary to Tom Larowe! Talk about dedication, longevity, and hard work - Tom, like Thom Dona is all about getting the job done, having fun, and staying cool. When you love what you do like he and Mike Spinks, listening to cool tunes with cool partners, and making beautiful leather, 42 years can fly by! Jared Eckler wrote Tom every year after 40 he makes, because he cherishes him, especially after last year losing Archie Briggs, partnership can never be taken for granted. Life and work should be as easy as working with a guy who will show up everyday with a smile despite what we and he are going through like Tom! Thank you Tom!



Tom and Archie pals forever.



Jared Eckler, Tom Larowe, Mike Spinks Gettin' Shit Done and having fun.



Tom with Oakley Cole twinning with shirts and masks.



Tom joined Thom Dona, Jess Wiltey, Mike Spinks, Ethan Warner and Thomas Horan for some fun on Summer Blast Day.

JULY 12

FINALLY ABLE TO TRAVEL AND ACCOMPLISH



Our French rep was finally able to travel to Jet Aviation in Switzerland last week and help them put away hundreds of samples our Sample Team had prepared for them over the winter and held off on shipping until June.

Shawn Czadzeck created QR codes that Sarah Eckler labeled each sample with instead of our standard labels that bring the users directly to the skus on our upcoming webstore which gives more hide and product info.

Much of Europe is still under lockdowns or going back on them after temporary lifts - especially because they are behind the U.S. in vaccination rates so travel and getting meetings there is still very difficult. You can see they are all wearing masks still.

Jean Luc (our rep) has had limited ability to travel this past year and a half but getting to Jet Aviation was on his to do list for a while and helping them update their showroom with our samples is a great thing for us. We started with most popular Aviation leathers so they have good sample stock on hand for specifying our leather for projects in Classic, Taj, Pinnacle, Rhapsody and then some of the most popular Aviation embossings.



SUD LEDER 40TH ANNIVERSARY

JULY 12



Jared Eckler and Sarah Eckler had sent to one of our main hide suppliers, SUD LEDER, in Germany 4 embossed panels with a custom congratulatory message for their 40th anniversary. Joe Paciolla had made this plate shortly before the pandemic but we put the execution of these on hold last year. Thom Dona recently hand tipped these in various colors and styles on crust they supply. We sent all 4 with 2 of them framed but they love them so much they asked us to send 2 more identical frames so they can display all of them in their offices. They were very touched to receive this gift from our company to theirs and Jared thanked them for the important work they do to provide us the world's finest hides for our orders. First picture is some of their team holding the panels, the other is a close up Sarah took before shipping them.



JULY 16

Scott Brothers

Happy 30th to the guy who defines Partner! A more thoughtful, friendly, hard working, flexible, caring, and fun partner would be hard to find. Scott is a partner favorite of all of ours! At every turn of our company's growth, he would often be the first one to step up - he'd work with anyone and has trained hundreds over the years - on many aspects of the dry floor and especially in milling and toggling. Scott doesn't just teach what you need to know to get a job done - he teaches history, culture, customers, and he models the work ethic, care, communication, and drive that has helped make Townsend Leather what it is today! As one



of our Dry Floor Leads he earns everyone's respect by working harder and more hours than most while earning their trust with his authentic, sweet, and down to earth nature.



STINGRAY SERENADE

COWHIDE



An embossed “Shagreen” pattern that is one of our most popular patterns offered in an updated, fresh palette that borrows inspiration from aquatic sea life. This durable leather can be finished in a matte, tone-on-tone tipping or a metallic tipping for additional glimmer and shine.

SHADES OF GREY FRIDAY

JULY 16



We caught Eli Franklin at just the right time. LOL!



Watch out for Darrin Newkirk, he is showing off his toughness.



These crazy partners in Final Inspection. What are we going to do with them?



Christa Fonda and Jared Eckler showing off their grey gear, including grey chucks.



We sent off these Pearl crust (greyish) hides that are heading to Coloring in style with our grey pic at The Stitch today.





Sasha Rose and Megan VanNostrand join together in their grey apparel for a pic.



Lindsay Salisbury in Finish Stock has greys for days! Seriously though, there are over 50 different greys ready to ship.



Tricia Martin and A.J. Kucel sporting the grey at The Stitch together



Working at the Vac Dryer in his grey gear.



The guys in the Wet Department join together to get a fun pic in their grey outfits.



Megan Kucel and Tricia Martin take a quick selfie together while capturing other pics of their partners.

JULY 16



Permaboss

Chris Weil and BJ Smith spent some time with Mike Spinks training on the Perma boss machine so we're able to emboss the FACC charging pad logo panels. Thanks Mike for taking the time to work with Weils and BJ on running the Perma boss machine.

JULY 20



Take A Stroll

Megan Kucel and her daughter, Lauren, took a nice nature walk along the pond and the creek behind Building 1.

It is beautiful, calming and relaxing. Take a stroll out there sometime on your break, lunch or with your family.

Earlier this year, partners voted and this area is now known as the "Townsend Family Park".

MANY STEPS TO CREATE BEAUTY

JULY 20

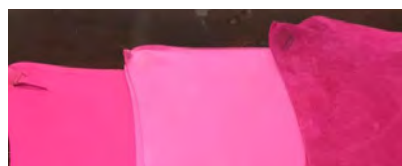


Rebecca Danelorich had come to visit Vanessa Ninneman and were looking at some swatches to be color matched.

As part of developing colors, Vanessa had been working on a project. Below, she has the Chemtan Red MX, dyed up at 4% of dye, on cowhide, Nubuck and pig. She was dyeing these up at different percentages to help with judging the % of dye needed per product. The purple (Violet RL) was dyed up at 4 different percentages on cowhide, nubuck, and pig. Starting at 0.5% and ending with 4%. She has also been working with dyeing up suedes. And first suede done is this beautiful Green 2GB.



She wanted to share this with all of you. As you can see there are many factors into coloring leather, whether it be pigskin, cow/nubuck or suedes. This is a really cool project and she is enjoying it very much.



WORKING TOGETHER

JULY 20



Danielle Steding gave thanks to Eric Martin and Neal Lang for leading the shaving operation for Wet Blue material at Broleco, a shaving company in Johnstown, NY. They have made multiple adjustments to settings and shave weights to perfect this process. We have already seen the benefits in the end product and not having to dry split to hit thickness before we ship (saving on time and cost). As business picks up on Wet Blues these guys are getting slammed with shaving work and they are both spending time after hours at Broleco to be sure it's getting done. Not to mention the countless hours they have spent leading up to this larger demand we are now seeing.

A BIG, HUGE thanks to Dave Fisher for becoming a WET BLUE KING. He is seeing the beginning processes all the way through from putting up the orders alongside Pat Davison and following them to Broleco to shave his days away.

Pat Davison and Dayhana Vasquez are part of this standing ovation as well for their work together on the QF-36 documents for this process.

Danielle couldn't forget her ladies, Larissa Groesbeck and Rebecca Danelorich, for putting together spreadsheets and firing out emails to keep visibility on the orders that require shaving and working with her to determine priorities.

This newer process was picking up a lot of momentum. Danielle seen and showed her appreciation in all the hard work that has gone into this project.

APPRECIATE YOUR EFFORTS

JULY 20



Eric Martin gave a big thank you, Standing Ovation, and congratulated Bert Williams and Oakley Cole on a job perfectly done over shut down week.

Both of these gentlemen led their own 12 person crew with a laundry list of tasks to accomplish. They did so with grace, great communication, and strong leadership.

The preventative maintenance and cleaning work they did has set us up for success for the remainder of the year.

Eric personally appreciates their efforts and their ability to step in and take the lead.

It also allowed him to take some personal time off during shut down and he is proud to have strong partners who are able to step up and have his 100% confidence they will keep things moving along smoothly! Thank you to you both!



JULY 21



Stingray Serenade

Loving the new product line 4 of the new Stingray Serenades tipped and ready to be topped. Cape Verde and Metallic Cape Verde, Above the Waves and Metallic Above the waves. Metallic Above the Waves pictured here.

JULY 21



Another Upgrade

Dropping 4 new color drums in! Luke Davis and the team just keep impressing! If you haven't been to Building 1 in a skooch, this is the lane the stakers used to be in, opposite wall of Coloring. Keep doing your best team Coloring and team Maintenance - it's really appreciated!

JULY 22



Actually Triplets

Twinning on a perfect weather day for making perfect leather.

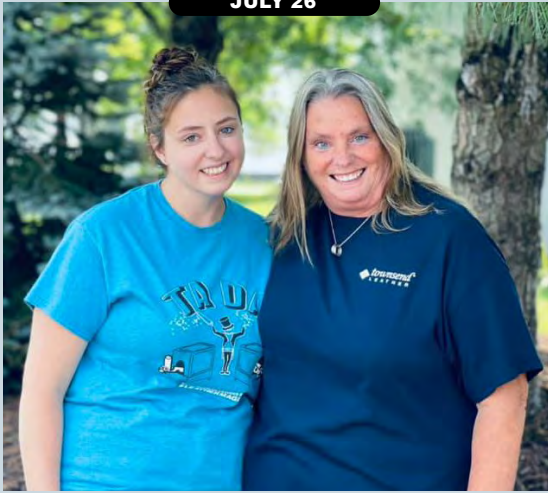
JULY 23



Batter Up!

Customer Service Team photo for Baseball Day! Christa Fonda got a good "in action" photo here including: Danielle Steding, A.J. Kucel, Sarah Eckler, Alison Martin, Jared Eckler, Tricia Martin, and Sherry Cocker.

JULY 26



Dawn Finch

Happy 32nd anniversary to Finchy! Dawn worked hard from home for a significant part of the past year, her presence inside the company was greatly missed! You can often see her on the dry floor with a big smile & high fiving everyone! It's been great having her back to help with communication, good vibes, Getting Shit Done, and having fun! Not too many of our partners have been doing that longer than her - respect!
Thanks for all you do Dawn!

JULY 26



Twinsies GSD

Alison Martin found these two twinsies Gettin' Shit Done at The Stitch.

JULY 27



Looking Royal

Ken Warner can always put a fun twist on making our leather look its best and in this case "ROYAL".

JULY 27



Markings

When John Goldswor seen that Stephen Russo pulled this hide up from one of the horses, John responded by saying "STEPHEN...Stop marking the leather!!"
Obviously he did not do this, but it is pretty interesting Stephen found this. What are the odds?

AMSTERDAM MOHAWKS GAME

JULY 24



Townsend Partners had the best time at the Amsterdam Mohawks game on this night. They treated us like VIPs and we loved all the fun activities between innings, the food, the cold beer, the weather, and just being together off hours. We especially enjoyed being able to throw the first pitch which we did as a team using our custom made Townsend Leather glove (special thanks to Brett Vannostrand and Chuck Cannizzo). Great night and great local activity! Here's a few pictures!



Sasha Rose, Joe Blackwood, Riley Blackwood, Ethan Warner, Chris Kenney, Ed Bauman, Jr., Ken Warner and Thom Dona out on the field to get ready to throw the first pitch. The glove that Brett VanNostrand and Chuck Cannizzo made is so amazing and just shows who we are - unique, fun, and we know how to get it done with a great memory behind it!



Shawn Sims and Ed Bauman, Jr. taking a selfie with our Townsend banner.



Mandie Kolakowski, Dayhana Vasquez, and Cindy Moyer having a good time.



CJ Wilson and Rebecca Danelorich enjoying themselves at the game.



Ed Fox (previously a color matcher at Townsend and of course Jackie's husband, Jeff Martin, and Jackie looking so cool together.



Mohawks personnel instructing our partners on what to do.

AMSTERDAM MOHAWKS GAME

JULY 24



Partners continuing to have fun, getting to know each other and enjoying the time outside of production.



Jared Eckler, Jeremy Douglass, Cindy Moyer, and Tricia Martin having some drinks and a good time.



Kayla Savage and Marrison Strait enjoying the view of the field.



Ethan Warner out on the pitcher's mound.



Oakley Cole is taking off with those fries! Enjoy!



Anthony Smida, Ethan Warner, and Ken Warner



Sasha Rose and her daughter, Ryleigh, together.



Townsend Leather night was a success! Thank you partners for representing and having fun!

JULY 28



Known As Branding

Danielle Steding and John Goldswor found hearts branded into the leather many times, but they chose to call it "Good Leather Omens". Very nice!

JULY 28



Bittersweet

It is when the beautiful trade show room at The Stitch is taken down, but that also means we get to actually SHOW at a trade show! We will fill the room with more beautiful things and are excited to be gearing up, packing, and planning for our first show since November of 2019! Sarah Eckler, Kylie Manoojian, Ron Cathey, and Alison Martin are scheduled to go to Las Vegas in August for the HD Expo (Hospitality Design).

APPRECIATION BACK

JULY 28



Sarah Eckler shared this note on Workplace stating:

"I know Tricia Martin spoke during the production meeting today about the stress the Customer Service Team has felt dealing with impatient, often unkind, and relentless customers hounding us for answers constantly on issues or late orders these last months. She really appreciated the concern expressed by many. It is really not fun sometimes being stuck between these demanding customers and not feeling like we are in kind hassling production and it can take a toll. Just feeling some empathy and appreciation back to the CSR team makes her and all of us feel better, heard, and understood. We are all in this together. We appreciate all the hard work on display by everyone in production and hope you can see we are working our hardest as well to keep it all together.

I believe we are all fighting the good fight together. I saw this candle ad and it made me laugh cause it is true.

And for the record, we also love our customers. They are our driving force and livelihood. Their stress is put upon them by others too. But sometimes you gotta vent and laugh at how crazy they can be and demand line by line updates every single day."



ISSUES ACROSS THE WORLD

AUGUST 2



"Hey partners,

This article on the last quarter for Gulfstream shows them down on deliveries just representative of supplier issues across the world just like we have experienced in the past few months - it's not just us, I promise. Good to know that the new plane bookings were spectacular though! We are excited to present them our new vac dried Classic - watch the Classic Soft Soufflé coming through! Sherry Cocker and Kevin Kucel will follow that order to Savannah.

I also hear from Customer Service quotes and sample requests are up and I think everyone has seen some of the strike off projects that have just come through! Hoping that bodes well for a busy end of year.

Our booked orders are down for August but, we anticipate being busy as June and July were production filled problem months for us, just at the moment we thought we'd pull ahead - we are a bit behind! Let's make August our clean up month and really do our best to get back on top going into September!

I know the hurdles we have faced have been met with effort and care - we have been working a lot harder than our results show. The production team leads and I have discussed this and we are amped up to make a great turn-around this month! I can't wait to see you all do it! Let's do great work and enjoy this August! Thank you all for fighting the good fight, it's so appreciated!" - Jared



AINONLINE.COM

Deliveries Lag But Orders Surge in 2Q for Gulfstream

Gulfstream had a book-to-bill ratio of 2.1:1 in the second quarter ...

A SIMPLE ONE BUT WITH MEANING

AUGUST 6



Live it. Love it. Match it.

A simple message, but one packed with Townsend meaning. Chris Oare spearheaded the effort with Jared Eckler to craft a Color Matching Department specific Mission statement, and he put his whole heart into it, like everything he does.

Each team at Townsend is crafting a message that embodies what they stand for, what they are working for, or who they are as a team. **The Color Matching team's message encompasses them perfectly.** The challenging work they do has to be lived to be done well, it has to be loved to keep doing it, and while the work is matching - the work they do is *unmatched* across the world.

The "Live it, Love it..." message is owned and honed by all of the passionate experts on the Color Matching team, but it is one that all Townsend Partners can strive for in all that we do.

NEW BALANCE NUBUCK STRAW

AUGUST 6



One would look at this side of New Balance Nubuck Straw and automatically think REJECT!

The picture really didn't do this side justice, it was loaded with those brown spots! Neal Lang who has been working with John Goldswor on the Satra training said it's a perfect training side as he proceeded to show all the cuts we could still get from this side! This is amazing! The cuts for shoe are so small, nothing like the aircraft panel sizes we are all use to. Neal moved that little template around and showed us cut after cut of valuable, usable, leather for the shoe makers! It was quite fun to watch!



SHOUT OUT! JOE BLACKWOOD

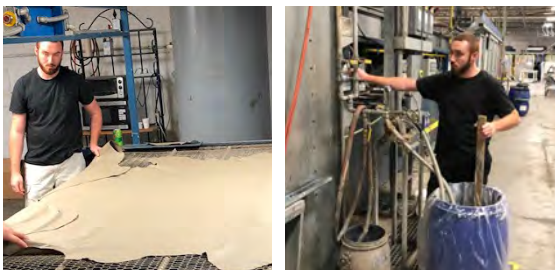
AUGUST 6



Joe Blackwood made a great catch today that for sure saved a load from yet another replacement. Joe was setting up the line to run the VERY HOT order of the Soft Souffle. He cut his piece like he typically would to check color etc. The feel of the piece didn't seem right...this caused Joe to take a closer look at the load. The load looked fine...visual inspection looked good, but running his hand over it he found it to be covered with fine dust!

If they had ran this load the way it was the end result would have been a raspy, rough feel. Not good. Even though they were all set up to run this load it had to be pulled, so it could be fixed...not replaced. We may have lost some time at the line but Joe saved the load and ultimately save time.

Way to go Joe Blackwood!



AUGUST 10



It's The Little Things

Batman (Kevin Lindsley) and Robin (Tommy Carter) to the rescue at The Stitch.

Kevin caught a bat that was flying around the 2nd floor at The Stitch using a cardboard box.

Christa Fonda was a joy to laugh with and see how she really feels about bats. LOL!

AUGUST 13



It's Time

Time for what? Football!

Very close Taslim Yousaf, but you just don't have the right sports ball or jersey on buddy. LOL!

AUGUST 16

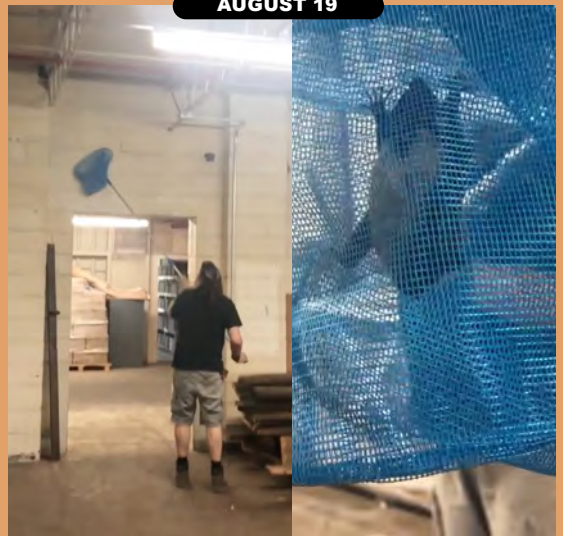


Gettin' that Houn Dawg Done

Kayla Savage and Gabby Strait are showing fierce intensity getting those hides on the sprayline.

Carrie Gifford and Thom Dona were more than happy to step in to help. They laughed at how the younger ones put these guys at the end of the sprayline. LOL!

AUGUST 19

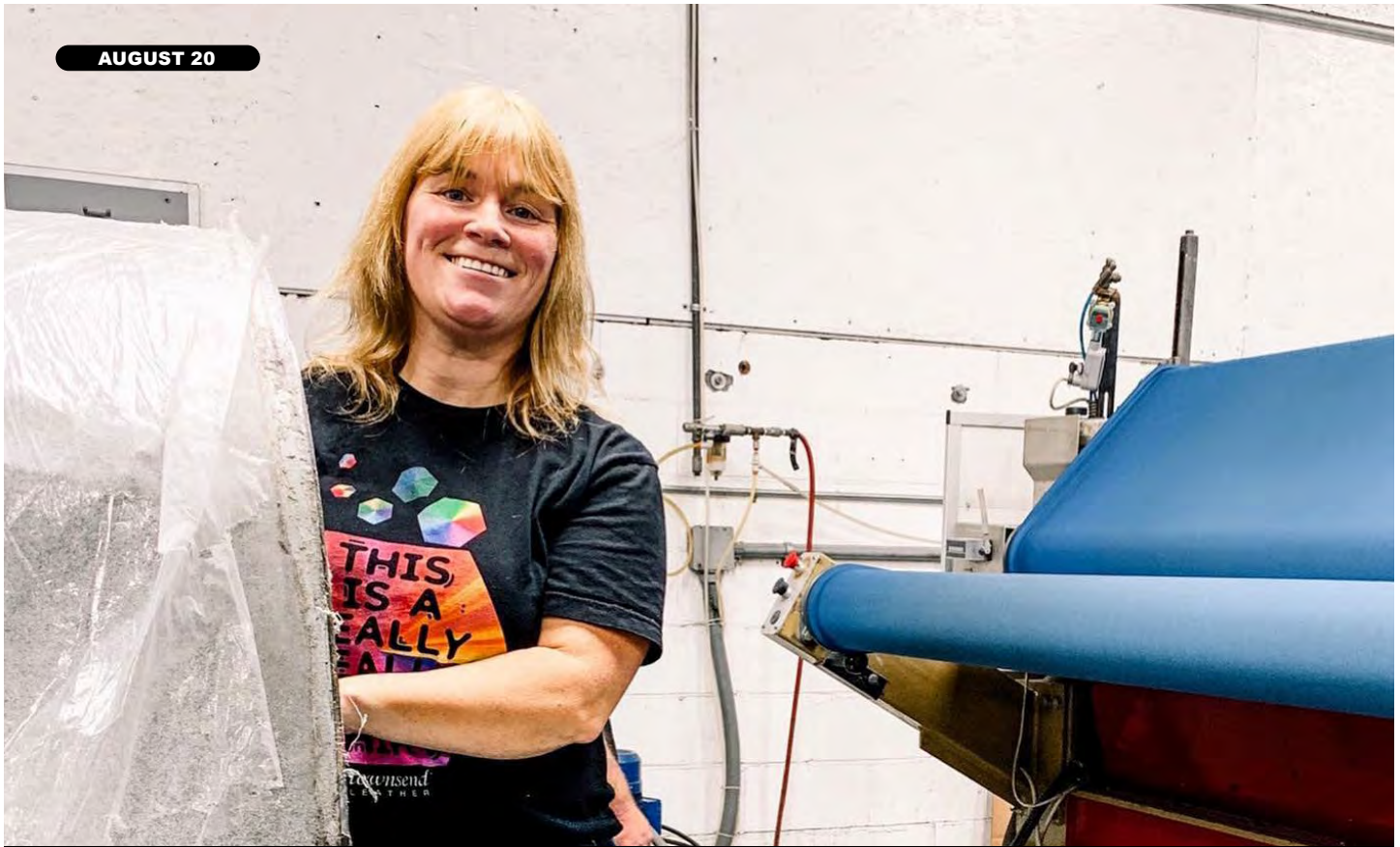


Down One More

Roy Willis got his bat trap out and caught another one at The Stitch. Good job Roy.

Christa Fonda thanks you so very much!

AUGUST 20



CLARA BIRCH

SUPERLATIVE WINNER

Over Clara's 3rd year we have seen her bring her amazing work ethic and attitude all around the company whether she is staking, embossing, working with our Shoe team, in Finishing, or in Finish Stock she is seen as the kind of partner that we all want to work with, cheer for, and be like! Her determination in learning, working hard, Getting Shit Done, and being excellent to others is fantastic!

The teamwork value can be seen as the mother of all values and unofficially our "partner" award! To be a great teammate you need to show all of our values in Initiative, Communication, Care, Flexibility, and when you add Grit and Ownership to all of that you are one hell of a Partner!

Oakley Cole was awarded this very important Superlative last year, Jared Eckler knows he is proud to pass the baton to Clara! We also recognized Gary Benton as the runner up for this award in how hard he partners up with us all to get work done, (horsing pig in the wet end, moving horses, helping on the floor anywhere to get something that needs to be in shipping, staking, or at another building) to get it where it needs to go. He has raised the bar in his job and we appreciate all his teamwork!

In just 3 years, Clara has quickly gone from a new partner to one that "gets it" - intrinsically gets our culture, our work, and us and works hard to contribute to it and our success! Congratulations Clara on this well deserved honor!



TEAMWORK
AWARD



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.

FIGHTING THE GOOD FIGHT

AUGUST 20



"Stephen Russo was telling me this week how much he loves working at Townsend and his role in Final Inspection. I told him how Final Inspection was one of the first jobs I did, after doing it a few months Terry Kucel dropped by and asked me what I thought about the order I was working on - no one ever asked me up to that point anything except, "when will I have it done?" I felt like an idiot that I didn't have an opinion and didn't know it mattered. That changed everything for me, looking at leather became a religion to understand what makes it great, all the variables from dyelot to dyelot, color to product, supplier to process, and all the hidden variables you never see on a ticket but you discover by following loads through production.

Barb Knowles chimed in at this point and said "the first thing I told Stephen when he joined, know what you are working on at all times - Jared will ask and expect that you do and have an opinion." I do love every time I hear this, that new partners know I care what they think and know about what we are trying to achieve.

After two months of troubles in production and a backlog of replacements, I was ecstatic to see Jeff Martin alongside Eric Martin, Taslim Yousaf, Chris Weil, Kevin Kowalski, Kevin Kucel, Tyler Saltsman, Dave Kucel, Shawn Sims, Ed Gray, and Thom Dona among many others, and I looking closely at a lot of leather together this week to determine where to make the best improvements going forward - to make leather that we love and not overthink what we think our customers want sometimes.

We have a lot of work to do over the next few weeks to get out of the hole we are in, but we made a lot of progress this week in direction, confidence, and mindset! I can't wait to see it come together in September!

Thanks everyone for persevering through a hard working, hot, humid, wet, and frustrating week!

Enjoy the weekend!" - Jared



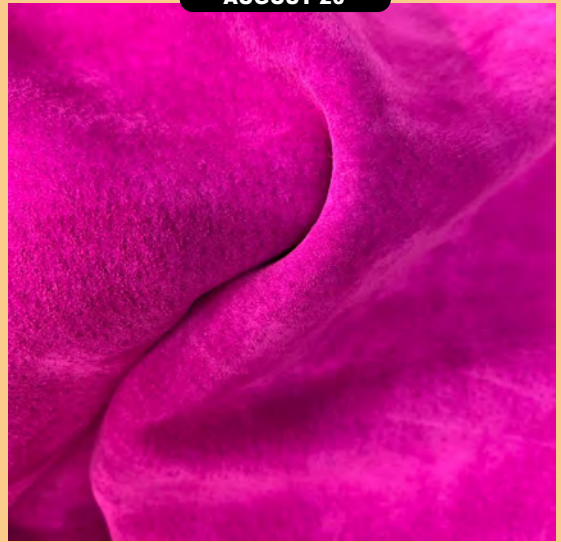
AUGUST 20



B-E-A-UTIFUL!

A Scarlet Nubuck hide prepared and ready to go to the customer! Great work team!

AUGUST 20



Whoa! STOP!

This color here stopped Megan Kucel right in her tracks when out on the production floor. It is called the Cosmic Orchid! Just outstanding.

AUGUST 23



Jeremy Douglass

He takes our work seriously, but not himself and that's endearing to many. Jared Eckler doesn't think any other production lead posts as much on workplace, which he greatly appreciates with many of us having less touch time to him and the 2nd Shift Team, his photos, Standing Ovarions, and Shout Outs give us a window to the team and the work they are achieving! Great job Jeremy!

AUGUST 24



Working As A Team

So exciting to see these two Nubuck Embossed Tipped Stingray orders coming through for Ziljstra Interiors, over 7,000' in both colors!
It is also exciting seeing Cat Mauleon and Emily Munson learning from Jess Wiltey and Lori Seeley and contributing to get this project done.

2ND SHIFT TEAM GSD & HAVE FUN

AUGUST 23

GET
SHIT
DONE.
LOUISIANA
LUMBER

Jared Eckler enjoyed getting this shot below with Jeremy Douglass and the rest of the 2nd Shift Team. He said it was so hot in Building 1 today and tonight - this was right after it rained and the sun came back out. The laughing shots are when Jared asked everyone to do an impression of Jeremy Douglass and they just all started laughing wondering where to start!

He takes our work seriously, but not himself and that's endearing to many. Jared doesn't think any other Production Lead posts as much on workplace than Jeremy, which he greatly appreciates with many of us having less touch time to him and the 2nd Shift team. His photos, Standing Ovations, and Shout Outs give us a window to the team and the work they are achieving!

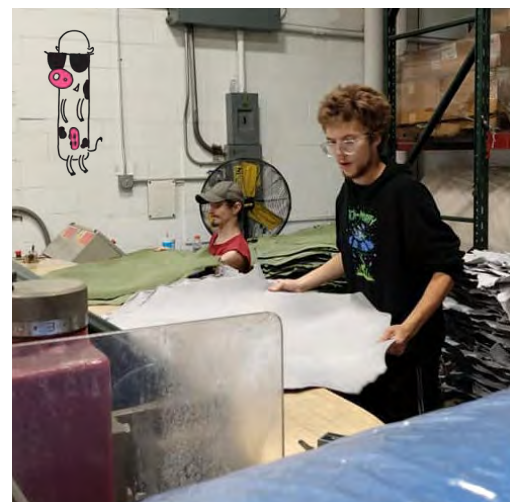
Let's learn a little more about what they do and a few more ways they have fun!



Teamwork to clean the sprayline areas for production the next day.



John Hill and Nick Williams showing strength!



Hip hip hooray! Cross training at the staker, is awesome! Way to go Nick Williams and Nate Cotton!

HD EXPO 2021 TRADE SHOW

AUGUST 24

HDexpo
hospitality design event

HD Expo 2021 was a success. We did not have high hopes for attendance but were pleasantly surprised to be not just sorta busy on the first day but very busy! Our Townsend Marketing & Sales team scanned 120 visitors and had more than that leave or take cards or samples. People loved our decorative leathers especially and the new digital prints, Shimmering Suede and embossing were all a hit as were the earrings made by Linette Paciolla and leather flower hair clips Nina Lomanto and Sarah Eckler made. Lots of compliments on the booth and our product, (Kudos to Alison Martin and Kylie Manoogian for all the planning and execution). Visitors working on active projects. We had quite a few sample requests to submit upon returning which makes this a success.



Our booth at the HD Expo is a way to show our product lines, in so many ways, full hides, ring sets, pillows, furniture and more.



Sarah Eckler and Alison Martin posing in front of our Stacy Garcia digitally printed floral background, behind a short bed display with a quilted headboard and quilted ottomans to go with it.



Our sales rep, Ron Cathey, displaying swatches to potential customers.



Linette Paciolla created a wonderful display of earrings and floral pieces for the show.



John Hancock, another sales rep of ours, with Alison Martin.

TO OUR VERY OWN TEACHER

AUGUST 26



Happy 25th Anniversary to our very own teach, Debbie Brunco! Debbie we couldn't be more proud to be working alongside such a determined, brave and inspiring women like you! Your experience, knowledge and mentoring are top notch and have been a consistent asset for Townsend. Debbie started in Customer Service then transitioned to Accounting 15 years later and has been there ever since.

She fights for what is right and is just one of her many great qualities. Debbie handles all things inventory and knows where and tracks down all within and outside Townsend's walls. Debbie works closely with Jared Eckler on our raw material purchases. She coordinates with and is in constant communication with our freight vendors until the shipments arrive safely here at Townsend. And if not safely, she is sure to resolve immediately with our vendors.

Watching Debbie Fight the Good Fight courageously with such ease and elegance has been a true honor and has earned her the utmost respect from her team and Townsend Partners!



Debbie's closest partners, the Accounting Team, joined her and many other Senior Leadership Team (SLT) members for a celebration dinner.

CAPTURED IN HIS WOOD SHOP

AUGUST 31



Throw it up for a legend! Roy reached his 32nd anniversary! The class of '89 is a personal fave with Roy, Kevin Kowalski, and Dawn Finch representing so well!

Jared Eckler wanted to capture Roy in his wood shop at The Stitch, Of course he can still be called upon to fix anything (seriously anything), catch bats, unload trucks, and as our original touch up artist to fix anything leather wise! Roy's really in his element though building things for us, his workmanship and creativity when it comes to making beautiful furniture like the Grand Table at The Stitch, the amazing chairs he's done for partners retiring, the islands he's made for The Stitch and also in Building 1 office. He made Jared's desk and table from reclaimed wood from The Stitch. We could not be more proud of the craft and artisanship he puts into things he does for us! He's in so much demand he's always working on many different projects at work and home! We love working with you Roy, over 32 years you continually amaze us with the things you can do and you are so appreciated!



VOLLEYBALL TOURNAMENT

First, we would like to thank Nina Lomanto (left) for coordinating this event and for partners participating. It was a lot of fun. The tourney was intense, and in the end, everyone came together and just had a good time.



WHO WAS TWINNING THIS MONTH

AUGUST



Tommy Carter and Christa Fonda found themselves twinning in a fun shirt and took their twinning to the next level.



Christa and Tommy twinning in the elevator doors? LOL!



Chris Weil and Oakley Cole



Jared Eckler and Henry Araujo



Taslim Yousaf and Dave Kucel



Jared and Tommy are loading tables with new raw material today, 1,800 hides came in yesterday.

SEPTEMBER 2



Sasha Rose

Happy 5th Anniversary! Jared Eckler enjoys seeing how partners grow over their first years. The first pic is Sasha's interview on one of our Rock days, where she was asked to wear a Rock tee, and she thought she was being pranked. The second pic was her celebrating how well the Color Matching team has been doing and she enjoyed being a part of it and how much she learned. Then, her as a mom and now soon to be wife. She is an awesome color matcher and partner over the past 5 years.

SEPTEMBER 3



Louay Albadawi

Like Sasha, Louay joined us 5 years ago on Labor Day. Now a veteran of the new generation of Coloring, he's been a dynamo on color development! Louay is awesome, the fire and passion in him to learn colors and improve upon formulas for accuracy and efficiency, all product development, all about leather science and everything he can to better himself. Seeing his passion, dedication, and drive to do great at Townsend and at home with his family touches and inspires many! Thank you for all you do partner!

CREATIVITY AT ITS BEST

SEPTEMBER 7



Cat Mauleon gave a huge shout-out to Lori Seeley for getting creative and figuring out how to make this pattern with cut sponges, without the instructions!

"You can always see her hard at work at her desk and this piece is no different. You can see all the love and care she put into this beautiful piece and I'm so proud to have her as a mentor!"

This artwork she has been able to recreate is called the Abstract Roman Pewter Cowhide.





CHRIS WEIL

SUPERLATIVE WINNER

Our newly crowned king of Communication is Chris Weil. In Weil's role he gets to work with all teams, Finishing, Coloring, Embossing, Tipping, Cutting, Sorting, Final Inspection, and Shipping all call on Chris to help expedite, make tweaks and improvements in quality, and/or brainstorm and problem solve.

Chris doesn't wait to be called upon though, he works everywhere around the company following up on things and letting others know he's watching their orders or something on the way to them. He is one of the few in the company that makes a concerted effort regularly to visit all our departments and buildings as well as share recognition, fun things, cool leathers, and or progress on Workplace - he is a great connector!

By workchat, by email, and in person Chris is a great ambassador for this award and is beloved and respected by all of you, his win for this award was a landslide as so many of you voted for him!

Chris is vulnerable, open to challenges, fun - yet urgent, hard working, focuses on details and variables, and is always positive and maintains a can do/will do attitude no matter the weight, and that has meant the world to many of us over this year and last! He is so supportive of others - he's honestly infectious to be around! We are lucky to have you Chris! Thanks for all you do and congratulations on this well deserved recognition!



COMMUNICATION
AWARD



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.

WHITE AFTER LABOR DAY

SEPTEMBER 8



Thanks for being fashion rebels, it was fun, even if you didn't know it was a thing



Jared Eckler, Christa Fonda, Kylie Manoogian, Alison Martin, Sarah Eckler, and Kelly Geiger, sporting their white in front of the boiler room doors at The Stitch.



Alison, Kylie, Ken Warner, and Belinda in Shipping.



Danielle and Belinda Steding.



Chris Weil and Rebecca Danelorich at the pond.



Michelle Ashelman at the Staker in Building 1.



Donna, Jared and Rebecca at the beautiful pond.



Jared, Chris, Carrie Gifford, Alison, Donna Oathout, Rebecca and Monica Carey.

TAKING IT TO THE NEXT LEVEL

SEPTEMBER 14



This isn't the first time this year Jared Eckler shared how A.J. Kucel has stepped up by helping us in quilting. The color and pattern stopped Jared in his tracks, our Pinnacle Black Walnut in our Large Curves with a custom orange stitching for Elliott looked magnificent!

Do you know how much time each of these 28"x28" panels take? Jared didn't, but definitely asked, as long as the machine has no issues, about 40 min each. A.J. has been working on this more than 12 hours with assist from James Carroll whenever the machine had issues. Thanks A.J. for turning this out allowing Eric Martin to stay focused on production and Bombardier who was here this week and for doing such a nice job on it! Your ownership for helping here is recognized and appreciated!



An amazing shot of our Pinnacle Black Walnut in our Large Curves quilting pattern with a custom orange stitching for Elliott Aviation.

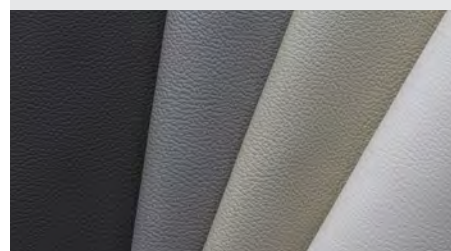


A.J. Kucel mastering the quilting machine and keeping an eye on The Stitching to make sure we are at top quality and no defects. Thank you A.J.!



About This Leather

Pinnacle Cowhide is an aniline-dyed cowhide with a resilient protective finish and a beautiful, embossed rounded grain for outstanding wear performance and a great cutting yield. Pinnacle is a wonderful leather for durability and performance combined with a soft pleasing hand.



SEPTEMBER 16



CHRISTA FONDA

SUPERLATIVE WINNER

Christa was surprised to be named the Spirit Ambassador this year, while it was well deserved.

This past year has been one of our toughest to meet the demand for our lovely leather with all the shortages and delays in raw material, chemicals, and of course on our staff due to quarantines and Covid - we've never been so far behind for so long.

Especially this year, and of course over her 5 years also as a Jane Cool Ambassador she has served as one of the brightest, most supportive, and funnest partners - while also being tremendously focused, urgent, detail oriented and patient for all the stress, anxiety, and frustration we have all experienced together, internally, and along with our customers and suppliers. She has an inner strength and determination to meet each challenge with a smile that is inspiring to many of us, including Jared Eckler, and he has expressed to her in her anniversary card how much she makes him want to be better for all partners and smile through the struggle. She places an importance on the wellbeing of everyone around her and goes out of her way to brighten their day and outlook, no matter how tough her day is!

Thank you Christa for your wonderful example, your work and presence is lifting others in ways you may have not known!



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.



METALLIC LUNA SUEDE COWHIDE



Metallic Luna Suede is a beautiful, genuine split suede that has been aniline-dyed and then hand-rubbed with metallic pigments to create a unique and glistening surface.

As a Hand-Rubbed leather there will be some variation in coloration and boldness of the rubbing effect within a skin and from skin to skin.

SEPTEMBER 16



Margaux Pierce

Nadia from Bombardier said this week to Jared Eckler that Margaux Pierce is the best Customer Service Rep Bombardier has ever had.

Kudos to you Margaux! Well deserved!

SEPTEMBER 16



All That Glamour

Sarah Eckler spotted our Glamour Cowhide Smoky Quartz on Instagram. We shipped 1,700 SF of it from stock back in June to Marge Carson who made this absolutely beautiful bed with our leather on headboard, footboard, and bench.

Not a bad place to lay your head at night, huh?

INSPECTION SHOUT OUT

SEPTEMBER 16



This shout out goes to Barb Knowles, Carrie Gifford, Neal Lang, and Lindsay Salisbury!

One of the things Rebecca Danelorich loves the most about being a Townsend Partner is how we are always there for each other. We are there to help Partners celebrate their wins and we always there to help overcome obstacles. Stronger Together. These four Partners stepped right up and offered to help with a Satra inspection of 400+ sides, without being prompted or waiting to be asked! We had 3 packs, over 12,000 SF, ready to be inspected.

Barb pulled a pack over to her station and just got started on it! She has also helped Rebecca fill out all the necessary paperwork! She worked this pack all by herself and if she didn't, we never would of had a chance at getting all 3 done in order to ship Monday as planned.

Carrie, she not only did the majority of the inspection today...about 20 sides to Rebecca's 1, but she took the time to share her knowledge with both Lindsay and Rebecca. She made it look so easy and effortless while Rebecca sweated over her side. Lol. Carrie was in total awe, but she was very humble, reminding Rebecca that learning a Satra inspection takes a very long time.

Lindsay, when she heard we had so many sides to inspect in a short time she said "Can I help?" She picked up on it so quickly and her and Carrie were a force working along side each other.

And last but never least, Neal. Neal and Rebecca worked together, first collecting the data for the ICL testing report and then inspecting the sides. With his shoe expertise the rest of the crew learned a lot about what our customer would be looking for, helping to identify the defects and figuring out the grading. Rebecca was so very grateful for these Partners.

A TOUGH PERIOD SINCE JULY

SEPTEMBER 23



"Hi partners,

What a busy, crazy time! I apologize for shortage of Shop Talks this Summer, it isn't for a lack of things to talk about. Its been a tough period since July and I know everyone knows that and has felt it or feels it. I'm seeing in results and feeling in many of you hope, more than exhaustion over the past 5-10 days! Improvements are being made in our quality, confidence is being gained on our team. We have seen weeks of beautiful leather coming through, less and less problem loads – helped by the drop in humidity, and our tweaks, attention, and focus we have been giving to making great leather over just getting it done. That's easier said than done, being late on so much for so long can have that impact on us, we are human and we get too caught up in not stopping things that in hindsight we know we should have. Jeff Martin's help on the Dry Floor and in Finishing has been a big boost, with him, Eric Martin, Chris Weil, Taslim Yousaf, Kevin Kowalski, Tyler Saltsman, and our Finish, Emboss, and Production Teams have really done a great job in reducing all risk in making our Classic for the toughest customers under the largest amount of duress due to lateness than we may have ever seen!



We had one of our largest backlogs this year in Final Inspection and Measuring at one time over the past week, that's a good thing! We are picking up our shipping numbers and reducing our redos! These teams are more equipped to handle it than they have been all year! Congrats to Stephen Russo in Final Inspection, who was just certified by Luc of Bombardier to do source inspections! Many of the leathers they are looking at this week with Luc and Dorinda are well liked, they love the big Classic Armour Grey order and they have been doubling the amount of source inspect and ship each day this week over the past few weeks! We have a ways to go to catch up on Bombardier orders, we have a plan to do so by the end of November, and they have been more supportive than ever this month, even saying so and holding us to mid- December instead.

With all other customers, I met with our Scheduling and Customer Service Teams this week and talked about the delays we have had in short staff primarily impacting the Color and Dry Floor's work setting them both back on what we have been able to do weekly, which has unfortunately been largely allocated to rework leather, rather than new resulting in nearly all orders being two weeks late currently. Every possible scenario or hurdle seems to have been presented us in the past month, which I have sometimes said seriously, this becomes so serious, it becomes comical. None of our circumstances has been the result of partners not trying, that I'm sure of. I really appreciate everyone's hard work and patience with each other, I do see us going in the right direction and am confident over the next few weeks we can get there partners, hang in there and keep doing your best! Our customers are facing similar issues with everyone in their supply chain, we aren't the only ones late partners.



It has been wonderful for me to see the resilience and hope in some of you this week, whether Scott Brothers and Dave Kucel talking to me about ideas to get more toggling done, Vanessa Ninneman and Color team bouncing back from a drum going down, or Pamela Goldswor having a great week in interviews and indicating we may be adding 6 togglers this week, partners are doubling down to recover and make some beautiful leather together! Terry Kucel took Barbara Kucel for a tour of Building 1 this week, she was so impressed with the new office, buffing room, and all of the Color Department expansion, she was moved! It felt good for me and Tim Beckett to tell Luke Davis this, how proud of us she is in the changes and improvements we have made!

I'm always available to sit with teams and discuss all things going on with us, answer questions, join huddles, just let me know, and/or feel free to reply with questions, suggestions, or your own observations on how things are going and feeling! We are down to one last week of September, Fall is here – favorite season for many of us, including me! Do you have a theme idea you want to do? Let us know!" - Jared

SEPTEMBER 24



DONNA OATHOUT

SUPERLATIVE WINNER

While celebrating Donna for 15 years of service with her awesome team, we also recognized her as this year's winner of the Louise Kucel Diligence Award! Diligence is someone who is persistent, passionate, hardworking, careful, and has superb attention to detail – all while taking care of people and the greater purpose.

Donna exemplified these characteristics in an especially hard year. We were low on people, low on supplies and chemicals, challenged with lost freight, late on most orders, engulfed with returns, had more urgent customers, and were dealing with the health and happiness of our families.

She worked harder, longer, more careful, and more passionately - not because she was asked but because she wanted to do it for the overall good for the company. She took care of what needed to be done with grace - no matter the sacrifice. She didn't point fingers and blame others for late orders; she just rolled up her sleeves and dug deeper. She fought for each and every hide to ship. She stayed late and came in many weekends to make sure Bombardier shipments got picked up. Donna stayed persistent in begging freight companies to get here. She chased down our craft paper and boxes from suppliers. She fought customers to pay for freight when the damage was their responsibility and did it respectfully. She helped manage a new and growing team. She caught numerous errors that saved the company money.

Donna, hope you know how much we look up to you, appreciate the person you are and the dedication you showed during our toughest year. Louise is shining down proud. Congratulations!



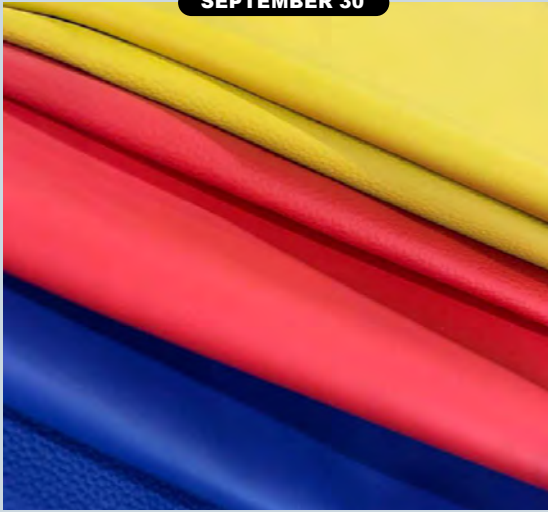
LOUISE KUCEL DILIGENCE
AWARD



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.

SEPTEMBER 30



WOW!

These are some primary color SKUs that were completed for Barb Gifford to send out to her customer.

So bold and beautiful!

SEPTEMBER 30



Hotel Morgan

Here are some photos Sarah Eckler found of our Marble Suede Secluded Creek on chairs in a restaurant bar called Anvil + Ax in the Hotel Morgan in Morgantown, WV. We shipped about 500 SF of this August 2020. Specified by a design firm named The Thrash Group from Dallas. Proper classy, eh?

TWINNING AT ITS BEST

SEPTEMBER



Jared Eckler twinning with Heritage Red.



Tom Larowe and Cindy Moyer stating "TA DA"!



Donna Oathout & Jared sporting Miami!



Taslim Yousaf and Eric Martin buttoning up in blue.



Katelyn Cooper and Laura Oare representing Sarge's Army.

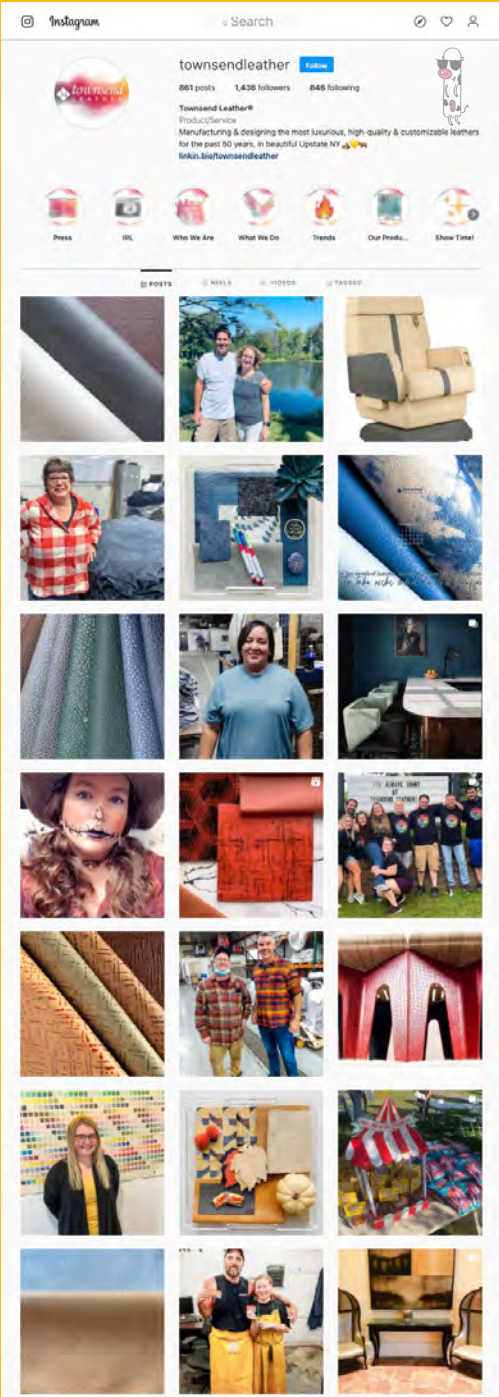


Sarah Eckler and Emily Munson tie dye style.



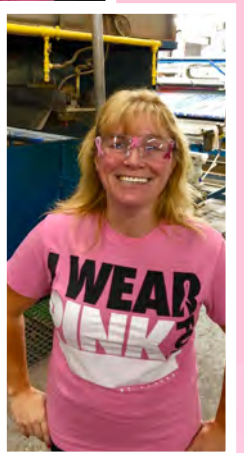
Trends, products, leather, be the first to see it, on our Instagram page.

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



WEAR PINK FRIDAY BREAST CANCER AWARENESS MONTH

OCTOBER 1



WE ARE MAKING HEADWAY

OCTOBER 5



"Yesterday I went to Montreal with Anthony Smida and Kevin Kucel to visit Bombardier. Pictured with me is Anita Brand, she's one of the leaders there in charge of interiors planning and logistics. She started at Bombardier just 2 weeks after me joining at Townsend, we've always had a great relationship and it was nice to see her in person after so many phone calls, emails, and texts over the past year!

The spirit of our meeting yesterday actually was great. For the first time in a long time we just focused on the product - ours and theirs - making it better. Making it nice. First and foremost. Engaging, educating, listening, and collaborating. They really like the more natural Classic product we have been showing and producing lately and have given full support to this direction. In design, in the shop, and in inspection. They are reducing the handling and inspection and listening more than ever to our advice on testing, quality, and utilization. Cut parts is gaining momentum in interest. When we get caught up and consistent in the way we are making products in the direction we are going now - cut parts could be a big thing next year with them! BJ Smith and Janessa Smith were praised by Luc on the dado project they just did - could be a real game changer partners!

For all the stress and feeling that we aren't doing enough for this tough, relentless customer - We are trending to have our biggest sales year for them ever both fiscally and for the calendar year! You wouldn't know that by how we talk about it and them, but trust me partners - we are getting a lot done! They are busy for sure, but the growing pains and stress is largely due to them shutting down 6 months last year and now trying to make up time at a time we faced so many hurdles in raw material, partners, chemicals, boxes - you name it - we haven't had enough of it, except for problems, and phone calls, or meetings! I believe we have been through the hardest part with them and they and we can see us getting on time by the end of the year as our quality improves, the timing will be perfect to end 2021 on top with them! This year was to be a contract year - due to Covid we knew it wouldn't be smart thinking and negotiating too far ahead on pricing and business, we offered to hold pricing for next year and will plan for 2023 and next few years in the beginning of 2022. Keep shining partners, it's working - I promise, we are making headway in one heck of a challenging year! Thank you everyone for all you are doing to help us get to an easier time!" - Jared



Pictured with Jared is Anita Brand, she's one of the leaders there in charge of interiors planning and logistics. She started at Bombardier just 2 weeks after Jared joined at Townsend.

A GREAT SENSE OF PRIDE

OCTOBER 6



Remember the Digital Print Camo leather we developed for L.L. Bean a few months back? Danielle Steding got to see the shoes on the shelf at L.L. Bean during her trip yesterday. Such a great sense of pride to see our leather on their boots in their flagship store in Freeport, Maine.



Fun Fact - the pattern that makes up the camo print is the state of Maine at different scales and positions.



BEAUTIES THAT AMAZE

OCTOBER 6



euler_products
Newport Beach, California



Liked by kuce03 and 24 others

euler_products Custom built GEN2 Club. Come see us NBAA | BACE 2021 in Las Vegas, NV from Oct-12 to Oct-14. Booth #1322.

euler_products
Newport Beach, California



Liked by kuce03 and 24 others
euler_products Custom built GEN2 Club. Come see us NBAA | BACE 2021 in Las Vegas, NV from Oct-12 to Oct-14. Booth #1322.



Stephen Russo, Townsend Partner, just loves these red gator hides for Euler Products in California.



Our NBAA team will get to see these red gator-embossed clad beauties in person next week. A photo of Stephen Russo when the leather was in final inspection and about to leave here too.

BRIGHT BLUE FRIDAY VIBES

OCTOBER 8



On this day, Jared Eckler had such a nice morning spending time with his Partners, taking photos and sharing bright blue Friday vibes and smiles! He thanked his partners for a very great week and wished them all a wonderful weekend!



Rebecca Danelorich, Carrie Gifford, and Kayla Savage are wearing blue but they are also sharing a beautiful blue pig hide in production.



Jill Santiago, Michelle Ashelman, Donna Oathout looking great in Shipping.



Belinda Steding, Jared Eckler, and Maria Lomanto by Stacey's memorial tree on a nice Fall day.



A great photo of Clara Birch and Chris Weil at the staker in Building 1.



Vanessa Ninneman was hard at work but still got a blue vibe pic with Jared.



Ed Bauman, Sr. with Jared.



Cindy Moyer and Barb Knowles wearing their "Who? What? Where?" shirts.



Lori Seeley and Allexis Cook twinning in blue.



Jared and Jeremy Douglass giving thumbs up to blue.



A sweet photo of Rebecca and Kayla.



Jared, Barb, Eli Franklin, and Kaden Steele in Final Inspection in Building 2.



Ed Bauman, Sr. and Chris Weil high fiving it while Getting Shit Done!



Jared and Donna looking good in blue in Shipping.



Ed Bauman, Sr., Scott Brothers, and Oakley Cole Who? What? Where?



Jared and Michelle DeRose were twinning in the blue in clothes, and New Balance kicks.



Jared and Oakley Cole found each other out by the pavilion twinning.



Jared was scoping out that Estate Blue with this amazing partner, Tim Beckett.



Chris Weil and Rebecca Danelrich out on the floor checking leather.



Jared and Kim Ackernelch leaning on some leather for a nice pic.



Jared was so excited to hear from Donna Oathout that Michelle Ashelman is doing awesome in Shipping.

CELEBRATING HARD WORK AND MORE

OCTOBER 9



The Color teams joined together with Jared Eckler and had a really nice time at the Mt. Fuji restaurant to celebrate all of their hard work and a great year along with Joe Miller's 20th and Vanessa Ninneman and Louay Albadawi's 5th anniversaries!



Joe Miller, Vanessa Ninneman, Louay Albadawi celebrating their anniversaries together with their Townsend team.



The Color teams joined together with Jared at the Mt. Fuji restaurant for a good time and celebrate all of their hard work.



Jared Eckler getting to know Cristian Vellejo and just having a good time, along with Joe Sims.



Henry Araujo and Emily Bertier laid back and enjoying themselves.



Joe Miller and Rodney May showing their love of Townsend Leather.



Catching laughs and just having fun. That's what it is all about too!

COMPLIMENTS TO SHARE...

"So awesome this hard-working team could come together and celebrate together for a night! Thanks for all you guys have been doing - you are an amazing team within our team for sure!" - Sarah Eckler

"What an awesome team! So glad to see you celebrating in style!" - Pam Goldswor



OCTOBER 12



What Do You Think?

Joe Miller, Neal Lang, and Taslim Yousaf just feeling some leather, planning how to make everyone fall in “lava” with it.

Joe Miller saw this and said "Crap! I forgot to suck in my gut!" You are fine just how you are Joe.

OCTOBER 12



Laura Oare

What a boost she has been to our Contract team the past year! Laura is very hard working and conscientious - she pays attention to the work she does and partners around her. Always fun and engaged, she makes a great partner to us all.

WHAT IS REALLY GOING ON HERE?

OCTOBER 13



Tommy Carter and Kevin Lindsley happier than ever that we had a delivery of leather. Do you think the Safety Committee would approve of this? LOL!

Do you think this photo shows how happy we were to get a shipment in on this day!?

Tommy Carter, Kevin Lindsley and Jared Eckler thanked the driver and said we'd been waiting weeks, he said it is terrible in NYC - warehouses overloaded and full, they can't find things and they don't have enough truckers to keep up anyway and is just going to get worse with holidays coming!



CAMO FRIDAY PARTNERS

OCTOBER 15



Happy Friday Partners! We had a very productive week and now partners had fun in their camo with just partner pics and using the outdoors. Very creative!



Carrie Gifford and Danielle Steding



Eric Martin, Jared Eckler, Rebecca Danelorich, Kayla Savage, and Gabby Strait having fun in the Building 1 office capturing a pic.



Tom Larowe at the embossing press.



Tricia Martin, Sarah Eckler, Kelly Geiger and Alison Martin at The Stitch sporting their camo.



Kayla Hayes, Kaden Steele, and Barb Knowles look great in front of that Duvel Rustica Cowhide.



Laura Oare and Jared Eckler.



Brett VanNostrand and Jared Eckler having fun outside making the camo come to life.



Christa Fonda has to get her pose in, camo and all!



Donna Oathout, Jared, Ken Warner in Shipping.

OCTOBER 19



We Did It!

Finished up our first Airbus Helicopter order of Classic Honey Pearl. The leather looked heavenly and the panels came out Honey Sweet!

Great job team for an awesome first Airbus order!

OCTOBER 22



WOW!

The Staking team handled close to 200,000' this week!
Awesome work Clara Birch!

TRANSITIONING KNOWLEDGE

OCTOBER 22



Paige Coyle was a real rock star on this day. Paige knows how to Satra inspect from working with the pigskin for Wolverine. Barb Knowles helped her transition that knowledge to the larger cow sides for New Balance. For 2 days Lee and Dwayne from New Balance were here to do a Satra alignment exercise and Paige nailed it! They both left feeling very confident in Paige's ability to grade the sides! Congratulations Paige on your work! Great job!



Barb Knowles working with Paige Coyle measuring the thickness of the larger cow sides.



Paige Coyle and Neal Lang examining the cow side with New Balance.



Lee and Dwayne from New Balance doing a Satra alignment exercise.

LONGEVITY LOVEFEST & CIRCUS

OCTOBER 20



What a wonderful day for some fun, food, games and more with our Circus of Cool Partners!
Congratulations to our longevity partners and thank you for your time and dedication here at Townsend Leather!



Sherry Cocker doing her part welcoming partners to "The Show".



Jared Eckler, Pam Goldswor, and Sarah Eckler enjoying the day and celebrating longevity with their fellow partners.



Sarah Eckler and Brett VanNostrand longevity partners, Sarah at 30 and Brett at 15 years. What to go and thank you!



Cindy Moyer and Tricia Martin having fun posing in the standups.



Gabby Strait, Marissa Strait, Katelyn Cooper and Adele Armstrong having a blast at the circus.



Gabby Strait running the fork lift in costume!



Partners in line to enjoy a wonderful lunch made by Sturgess.



Donna Oathout celebrating 15 years and about to enjoy fried dough!



Cindy Moyer and Jordan Siarkowski all dressed up for the circus!



Tom Larowe, Clara Birch, Thomas Horan, Mike Spinks, Alexis Cook, Lori Seeley, and Kaden Steele having fun in the sun.



Jordan Siarkowski, Tricia Martin, Megan Kucel, and Cindy Moyer - just part of the circus crew to help make this day happen! Thank you!



Tim Beckett, Mandie Kolakowski, Mary Weber, Heather Van Buren, Dayhana Vasquez and Cindy Moyer celebrating Debbie Brunco's 25 years at Townsend by her poster.



Our Longevity Partners celebrate 5, 10, 15, 20, and even 30 years! AMAZING!



Caught Ya! Tricia Martin and Sarah Eckler in the candy! Lol!



Partners enjoying the sun, the pond, and each other's company.



Hollie King, Maddie King, and Jared Eckler



Margit Stuart and Dan Pitcher enjoying the day!



The everyday clown, Shawn Czadzeck, and Sarah Eckler having fun.



Jared Eckler, Sarah Eckler, and Tricia Martin having fun with Scott Brother's 30 year pic.

CHANNEL THE FLANNEL

OCTOBER 22



Jordan Siarkowski, Brett VanNostrand, and Maria Lomanto.



Maria Lomanto gives a different definition to twinning with partners.



Jared Eckler and Jeremy Douglass twinning in front of the dry drums in Building 1.



Laura Oare twinning with the beautiful hides she's pulling from the drum.



Kaden Steele, Jared Eckler, Stephen Russo, and Kayla Hayes definitely channeling the flannel down the line.



Christa Fonda and Margaux Pierce



Look at these two characters, wait, partners, and try to figure out what they were doing. Tommy Carter and Jared Eckler.



OCTOBER 23



Partners Together

Such a sweet time with partners today at Sasha Rose and Joseph Blackwood's Jack & Jill! We are so proud of them in their work and family!

OCTOBER 27



PTECH Training

Danielle Steding gave of her time and herself to speak to young HFM PTECH students on effective communication in the workplace for their Professional Skills series. So awesome of you, Danielle!

OCTOBER 29



YIKES!

Who's in control of that drum?
What ever they do they better not put any marks in our leather!

OCTOBER 29



Just The Way We Want It

We ended the week with a shipment of hides coming in! Jared said "The trucker looked exhausted, I'm sure he's been working his ass off. He was really happy when he told him he was my hero." We were supposed to get 13 pallets - 1050 hides and only half came in - I told him I need that full shipment at least once a week and we've lately had to wait every other week at best for partials! We will take what we can get!

Thanks Debbie Brunco for doing all you can to get the deliveries in!

OCTOBER 28



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.



 *townsend*
LEATHER

WRAP UP OCTOBER WITH HALLOWEEN

OCTOBER 29



Great costumes and a lot of fun today! Thank you for joining in on the fun partners!



Scott Davis, Loki President (Jared Eckler), and Loki Voter (Kevin Lindsley).



Clara Birch, Jared, Cat Mauleon, Sabrina Rafferty.



Kayla Savage as Mets player and Gabby Strait as a "Bratz" girl.



Neal Lang as a scare crow and Alison Martin as Cruella.



Loki and Cody Sanford having fun with Halloween!



Anthony Smida put together a great haunted house for partners this year!
Thank you Anthony!



Jeremy Douglass and Brett VanNostrand, pretty crazy.



Doctor, Rebecca Danelorich, is available for boxers, Sarah Eckler and Tricia Martin, for after their match.



Bud Light (Joe Miller), Loki (Jared), and Neal Lang as Neal Lang!



Barb Knowles, Kaden Steele, Christa Fonda, Kayla Hayes, and Stephen Russo.



Jared and Michelle DeRose enjoying Halloween!



Love the hair Ethan Warner! Don't get that stuck in the roller press.



Jared and Maddie King - Maddie really got into the theme with makeup and all.



Eric Martin definitely tops Jared's costume in this picture! LOL!



Neal Lang and Dawn Finch twinning in some type of a way?



Allexis Cook and Sarah Eckler - Not sure who will win this battle.



Jared is surrounded by 4 of a Kind Queens
Linette Paciolla, Christa Fonda, Margaux Pierce, and Sherry Cocker

TWINNING IN OCTOBER

FUN TIMES



Thomas Horan, Ethan Warner, and Tyler Saltsman not just twinning, but tripling.



Jared Eckler and Lori Seeley twinning on her 16th anniversary. Thank you Lori for your years of service.



Dave Kucel and Ed Gray twinning in front of the dry drums in Building 1.



Kelly Geiger and Kevin Lindsley twinning in green along with making fun faces to share.



Sasha Rose and Mike Husted, Sr. joining together wearing pink for Breast Cancer Awareness month. Great job partners!



DIGITALLY PRINTED

COWHIDE



Breaking new boundaries for designs on leather, Digitally Printed Cowhide uses imagery and artwork to create breathtaking patterns. Inspiration from the stunning views of coastal shorelines and artistic paintings, bring these picturesque interpretations to all upholstery applications.

BEING THERE FOR EACH OTHER

NOVEMBER 2



"Hi partners,

Sitting with Jackie Fox, Gabby Strait, Danielle Steding, and Kayla Savage last week talking about strength, I said to them and the others gathered – we thought as we lived 2020 that time was hard. It turned out to be just the appetizer for 2021, an incredibly challenging year on many of us and I'll say the hardest I've ever lived in my 24 years at Townsend. While 2020 was a lot of worry and not so much happening, shit would get real in 2021 starting February with our first outbreak of Covid, followed by months of quarantines, being short partners and resources and materials of all kind to do our work - all at the very time business would surge. I've always said – having more business than you can handle is a good problem, it sure didn't feel like that to many of us over the past 9 months. You fought your asses off partners! Your patience with each other, with the customer, your will to get things done, and the hard work we have all expended I am so thankful for, more than I can express in a note like this or monetarily. You make me so proud and overcome with emotion from knowing a team has completely mine and each other's backs through one hell of a year – even when we failed, and that happened a lot, the way you all went at it with the determination, Grit, and care for a company and team like it was all on the line, and boy did it feel like it was – far too often.

Our customers (at least a couple anyway) may still be making us feel like we aren't doing enough, but I'll be damned if we didn't just have the best sales year ever for Bombardier and Wolverine despite it all! If I go by the calendar year for Bombardier, rather than our fiscal, than I know for sure 2021 will be our largest year ever for them, and on the pig that's already determined – we did twice as much this year as last! Our total sales in our fiscal year went up over 20% this year! Saying it upon reflection is much easier than it was to achieve it. I sat with one of our production leaders last week, a hero and inspiration to many across the company and yet they told me they felt like such a failure this year, no one else feels that way about that partner or any of you! To borrow from one of my favorite quotes - Daring greatly photo quote to the right.

Substitute partner for Man, and even consider the customer as the critic if you want. I don't mean that negatively, you know I love our customers, but they aren't in our arena and many don't see how valiantly you strive, so it's apt. We – YOU Dared Greatly – and I feel you and see you, all your efforts and work. You have inspired each other and saved more days or moments for each other than you all most likely know. As thankful as I am for you, I'm betting many of you are for each other. Do me, that partner, and yourself a favor – tell them. How they Dared Greatly in your eyes. How on your hardest days or moments they were there for you in support, effort, or otherwise.

We have been driven by the day to day and overcoming being behind all year, working more hours to do all we can to catch up, let alone break free. I'm happy to tell you I can see us breaking free by the end of the year. Our backlog

IT IS NOT THE CRITIC WHO COUNTS;
NOT THE MAN WHO POINTS OUT HOW
THE STRONG MAN STUMBLES, OR WHERE
THE DOER OF DEEDS
COULD HAVE DONE BETTER. THE CREDIT BELONGS
TO THE MAN **ACTUALLY IN THE ARENA,**
WHOSE FACE IS MARRED BY DUST AND SWEAT AND BLOOD,
WHO STRIVES VALIANTLY; WHO ERRS, WHO COMES UP
SHORT AGAIN AND AGAIN
BECAUSE THERE IS NO EFFORT WITHOUT ERROR OR SHORT COMING,
BUT WHO **GREAT ENTHUSIASMS,**
THE GREAT DEVOTIONS, WHO SPENDS HIMSELF
IN A WORTHY CAUSE;
WHO, AT THE BEST, KNOWS IN THE END, THE TRIUMPH OF
HIGH ACHIEVEMENT, AND WHO, AT THE WORST, IF HE FAILS,
AT LEAST HE FAILS WHILE **DARING GREATLY,**
SO THAT HIS PLACE SHALL NEVER BE WITH THOSE COLD AND
TIMID SOULS
WHO NEITHER KNOW VICTORY nor DEFEAT.

~ Theodore Roosevelt ~

BEING THERE FOR EACH OTHER

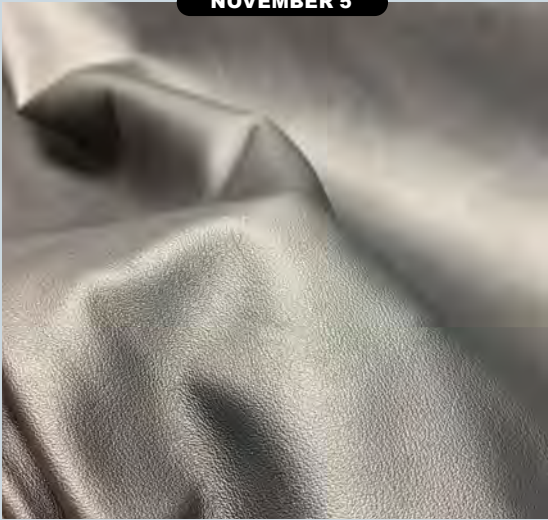


coming into October was still impossible to overcome through October realistically, but we gave it our best, putting us into a position where if we keep our current momentum up, we can reduce our backlog of orders for 2021 to a level we haven't see in a long time! We can go into 2022 focused on new, future orders, and not playing from behind! Now, I know we are going to still see quarantines, we are dealing with them this week, and supply chain issues, same – and we will do that together. But what is behind us is no longer impossible to overcome, I feel it's likely we will overcome it! I know you want that like I do. We are inside just 35 working days (well, weekdays anyway, I know a lot y'all pull Saturdays!) left in this year, and every day is going to matter to close out this year and leave 2021 in the past! I know I can count on our entire team taking ownership in setting us up for a great close of '21 and open to '22!

Closing in on the end of 2021 and that magical time of the year where reflection, family, and what is most important comes to the forefront is hopefully a beautiful, therapeutic, & special time for you all. Our Leadership Team and I want you to know that we will be issuing the Holiday bonus earlier this year, Thanksgiving week you will see your year end Holiday bonus! We hope that helps set up your Holidays even nicer! Look forward to handing out Turkeys this Friday to everyone, and I look forward to all the magic yet we can create with each other in this year. I feel lucky and blessed to have been able to pull off some version of the Longevity Luncheon last month, the Halloween parade, superlatives, and anniversary celebrations last month and over the Summer, all our theme days, we have managed to fit in some very special moments and fun times in a year of hard work! Lets keep adding to the magic and great enthusiasms of this year over these next two months! Time flies, as I heard from Mike Husted this week. He recalled to me at Joe Blackwood and Sasha Rose's "I DO" Jack and Jill, "I remember when I started Thom Dona and Kevin Kowalski didn't even have kids yet, now Thom's a grandfather and Jackie is a Great Grandmother! As we locked eyes and took in the moment, I felt that too about our circle of life, seeing Larissa Groesbeck become a Mom this month after all the work moments I shared with her this year, all the feels, all the love, respect, and gratitude for our Townsend family. There just couldn't be another team like this one, thank you all for being a part of it!" - Jared



NOVEMBER 5



Looks Wonderful

Taj Onyx for Bombardier coming out of finish mill looks and feels wonderful!

NOVEMBER 5



Turkey Day

Townsend Team Leaders handed out turkeys to their partners for a wonderful Thanksgiving treat.

Eric Martin and Britney Niforos take a moment to take a nice pic with fun turkey hats and just being thankful for their partnership!

ADDING A SMILE LONG NEEDED

NOVEMBER 9



If you're like Jared Eckler at all you love Pat Davison and some air guitar! He emailed Jared, Sarah Gray, and Kevin Lindsley that an order (Stargazer Galactica) we were sure he would have a colorbase for, he in fact didn't. Jared said no prob, we got it but he owed Jared a smile and a sweet air guitar strum! He said Jared's email gave him a smile and although he's been shy to do this for him on previous occasions that yes, he would! What a great guy, smile, and sweet windmill action!



HER STRENGTH AND IMPRINT

NOVEMBER 10



Jared Eckler twinning with this legend, Jackie Fox. You know that countdown of days left in the year we talked about? Well this proud great grandma will be officially retiring before 2021 is over, sometime in December to care for her great grandson, Shea!

You never know, Kurt Mowrey and Donnie Wilder missed us as much as we missed them, and she's already come back a couple of times but we think this time it really will stick and Townsend is so happy for her. We'll miss seeing her everyday! Already supremely special to Jared Eckler and many more, our annual Jackie Fox award for strength in women will become even more special to all in celebrating her legacy after she retires! Enjoy the remaining few days and weeks of working with Jackie! Much love and respect!

Thank you for all that you have done in your years of partnership at Townsend Leather!

NOVEMBER 11



Fashion Week

Cat Mauleon believed that Taslim Yousaf was ready for fashion week, looking like a Greek god when she took this photo.

NOVEMBER 11



Going Electric

It's not often that a Bombardier designer wants samples in "avant garde colors and textures" like "acid yellow" and "electric blue" so when they do, it's a lot of fun to put it together. Sarah Eckler enjoyed pulling standards while our awesome Sample Team pulled customs including Classic Bluebird Ed which is seen above.

Wonder who their customer is for this plane?

CELEBRATING AFTER SUCH A TOUGH YEAR

NOVEMBER 11



What a team and what a night! It was a great time celebrating our production leadership and their fight in such a tough but successful year! Thanks to all who could make it, we missed those that didn't - but cherish all your work and partnership with yours and our team!



Jill Santiago, Sarah Eckler, Tim Beckett, and Jeremy Douglass



Nice try Jeff Martin, you're in the photo buddy!
Rebecca Danelorich and Tricia Martin joined in happily.



Anthony Smida and Chris Oare just hanging out and having a good time.



Sarah Eckler jumping in with the guys for a fun pic.
Neal Lang, Dave Kucel, Scott Brothers and
Jeremy Douglass.



Jeremy Douglass and Tim Beckett. Cheers!



Larissa Groesbeck and Donna Oathout



Neal Lang and Kevin Kowalski enjoying the celebration.



Tricia Martin and Rebecca Danelorich.



Jill Santiago, Jared Eckler and
Anthony Smida.



Jared Eckler and Pam Goldswor.



Well deserved good time for Chris Oare, Jeff Martin, Rebecca Danelorich, Tricia Martin, and Thom Dona.



Scott Brothers, Jared Eckler and Tim Beckett.



Sarah Eckler having fun with Jeremy's dangling earrings. Lol!



Dave Kucel, Kevin Kowalski, and Chris Oare joining together to celebrate.



Brother and sisterly love - Jeff Martin, Jill Santiago, and Eric Martin



What a great pic of Rebecca and Jared.



Here is part of the crew celebrating together, Eric Martin, Pam Goldswor and Joe Miller.



Joe Miller and Neal Lang - What do you think caught Neal's attention with that face?



Neal Lang, Jared Eckler, Jeff Martin and Tricia Martin



Such a nice pic of Kevin Kowalski, Chris Oare, Sarah Eckler, BJ Smith and Thom Dona.



KEVIN KOWALSKI

SUPERLATIVE WINNER

Despite challenges and hurdles with being behind, short partners, raw material and resources - while battling customer surging growth and quality expectations our team fought hard! You voted and our team whole heartedly agreed - Kevin Kowalski is the epitome of Grit! We were very proud and honored to award him our Value of Passion and Perseverance - Grit is all about caring so much, working so hard, and Daring greatly to achieve all you can for the best of the company and your team! Donna Oathout as our reining ambassador, was also highly voted for again, and well deserved - our whole team has exemplified Grit and we congratulate and commend Kevin for his example and work!

"They don't call him "Killer" for nothin'! This man is the epitome of grit and resilience, in good years and in tough ones even more so. Thank you, Kevin, for your endless dedication, boundless talent and skill, and your sheer will to pull off miracles. I am forever in awe of the person you are and how hard you work. It inspires me in my lowest days and I hope you know that and how much you are respected and admired by us all." - Sarah Eckler

"So well deserved Kevin. Jeff and I couldn't be prouder of your strength and determination this year. Isn't it supposed to get easier? Hoping next year is just that. So very honored to work with you and thank you for sticking it out on the hardest days." - Tricia Martin



GRIT
AWARD



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.

NOVEMBER 15



Partners In All Ways

Jeremy Douglass was joyed to have a Happy Friendsgiving at his house with his 2nd Shift Team - Cody Sanford, Landon Elthorp, Samantha Graham, Shain VanNostrand, and Nick Williams.

Not only a team of great Partners at Townsend, but also great Friends outside those walls.

NOVEMBER 16



Catches Your Eye

Tyler Saltsman is standing here twinning with our stunning Antique Legends Cherry Red.

Jared Eckler loves this beautiful color so much he said "If you don't love Antique Legends Cherry Red, then we can't be friends." Not serious, of course.

FINALLY A TRADE SHOW

NOVEMBER 16



This was the first time this year Townsend was able to present and display our products at the BDNY Trade Show in New York City due to the Covid-19 virus, as trade shows were put on hold.

Alison Martin, Sarah Eckler and Ron Cathey (our sales rep) were excited to finally get in front of customers and show them what we had new and amazing to offer from Townsend.



While there, Alison and Sarah were filmed in a little video with Interior Design magazine to introduce our new Stacy Garcia launch of Digitally Printed Cowhide and Sassolino Pebble Cowhide. It reached Interior Design's large audience of designers via their social media channels and we shared it on ours too! What an amazing opportunity!

The link is below if you would like to see it:
<http://www.townsendleather.com/leather/stacygarcia>

NOVEMBER 18



DANIELLE STEDING

SUPERLATIVE WINNER

Danielle's work has been performed on a stage almost, we've all watched her efforts in our shoe business with New Balance, L.L. Bean, SAS, and numerous others go from almost nothing in early 2020 to something we've struggled to handle this year! Whether it's her many travels to customers, phone calls, all the communication, teaching, training, helping develop product, and/or helping out in any department in production to help move things along, she's shown she will do whatever it takes to get that next order, sample, opportunity, order out the door, or to the next stage! Ownership is never shown without hustle and passion! She has both in spades!

Seeing her efforts yield new and growing business along with our team is the ultimate example of how hard work and being a really good person works out! Danielle, everyone is so proud of you! You've not only helped create many more opportunities for us all the past year - you inspired others as you did! We all appreciate all the ownership you have shown! Thank you and congratulations!

"Congratulations Danielle! I can't think of a more perfect example of ownership! One thing is true- ownership is not an easy thing to have- it keeps you up at night shining your armor for battle. You are so awesome and a true role model of this!" - Pamela Goldswier

"Danielle Steding you are following in the steps of many great women at Townsend. Your dedication is apparent." - Barb Gifford



**OWNERSHIP
AWARD**

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.

NOVEMBER 22



Stoked for Blackhearth

Jared Eckler was probably the most excited for the big run of Classic Embossed Blackhearth run, well maybe Mike Husted, Sr. was with him in this pic with James Bubbins and Kevin Kowalski. This product and color has kicked our ass all year, and Jared is thankful to the partners who never gave up getting it done and improving upon it! The investment in the new Lark roll, bringing in 1,000 hides colored in Germany, and running hundreds of hides this week in the best looking and feeling Blackhearth we've ever done! Yea!

NOVEMBER 22



Thriftsgiving

Noel Burroughs and the rest of the Sample Team just wanted to say "Happy Thriftsgiving!" She said "You know, you pick a name with sizes and hit your favorite thrift store and pick your friend out an outfit!"

This is definitely a lot of fun!

NOVEMBER 23



Townsend Trivia

How much does an average hide weigh prior to and after set out? Chris Kenney and Ed Gray weighed one with Jared Eckler for our answer, and they were pretty curious too.

The actual answer is 27.4 lbs before and 21.6 after!

NOVEMBER 25



Wait! Is That Me?

Things that Ken Warner is thankful for...having countless people tell him "there is a Giant Sized Ken out by the Walmart DC..." and not knowing anything about it until he saw it with his own eyes. He was amazed and so thankful and wished the Townsend Family a Happy Thanksgiving!

WE ARE ONLY ONE MONTH AWAY

NOVEMBER 24



"Hi team,

I sent this message below in email to a lot of our partners at Bombardier today. They don't celebrate anniversaries quite like we do, I very much like to recognize the ones we are close to within their company, sharing 24 years with partners from a customer in aviation isn't all that commonplace and is very special. I've shared a few more fun pics with you of course than I did them. I very much love that when I asked the team to do something fun for a photo that the first thing that came to Barb's mind was to give Luc the finger.

Wish you all very Happy Thanksgiving! Truly from my heart I appreciate you all so much and love being on YOUR team!

"Earlier this year Anita and I both celebrated our 24th anniversary at Townsend and Bombardier respectively, today Luc Demers joins that group on his 24th anniversary!! I was very pleased to spend a few minutes with Luc this morning as he is onsite at Townsend. We talked about our careers, the ups and downs, and of course this year. We both agreed emphatically, this year – our 24th was the most challenging of our careers. Overcoming the pressure, stress, and challenges this year brought through Covid and all the delays and issues we faced for sure caused a few more gray hairs and sleepless nights than we would have liked! I know all of you feel that, I hope you also all feel a sense of progress, accomplishment, and appreciation of the opportunity to play the game, to face these challenges together.

Luc's dedication to both our teams this past year is unquestioned, the sacrifices he made to travel and live away from home often during a pandemic unique. A more caring, urgent partner for sure would be hard to find on both our teams. I've seen in his eyes and being the great joy of a job well done, when something passes as well as the deep heartbreak and physical and emotional pain of being part of something that was late, or failed. If he could only will something to be done for the sake of both our companies success, surely he would – he wants it that much for us all. A great communicator, a really, really nice guy, methodical, practical, authentic, passionate, hard-working, and fun guy – he represents Bombardier very well. I hope his whole team in Montreal knows that from their own experiences with him over the years and that you can feel my words for appreciation in his work and partnership!

Though our work with Bombardier has always been challenging, the demands, desires, expectations for quality, and delivery surpasses any of our customers and anyone I have worked with in my 24 years – it's the people of your company like Luc who make it work and make it fun. Thank you Luc for all your efforts this year and Happy 24th! Promise me, Anita and Luc for our 25th year in 2022 that we celebrate it over a beer (or many!).

We are just one month away from achieving our biggest year in volume of leather together ever! I know it doesn't feel that way to many of you as we spent countless meetings, calls, emails talking about things being late or not done, the fact is we will have produced and shipped more leather to Bombardier this year than in any year before! To team Townsend, I'm proud of your incredible fight and Grit this year, and so thankful! To team Bombardier, thank you for your partnership, trust, patience, support, and business! We are proud of our partnership and the work we do together! Here's to many more years of success!" - Jared

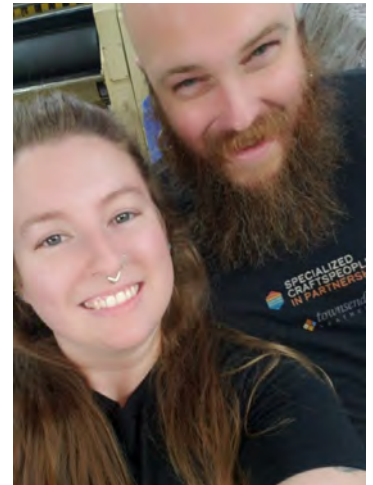


HERE WE GO! TWINNING

NOVEMBER



Tom Larowe and Mike Spinks twinning at the flat bed press.



Jeremy Douglass & Emily Munson
Specialized Craftspeople too!



Arlene Rodriguez, Jeremy Douglass, and Emily
Munson tripling and enjoying each other.



Alison Martin twinning with our beautiful leather.



Aaron Penley and Christian Vallejo twinning in the
Wet Department.

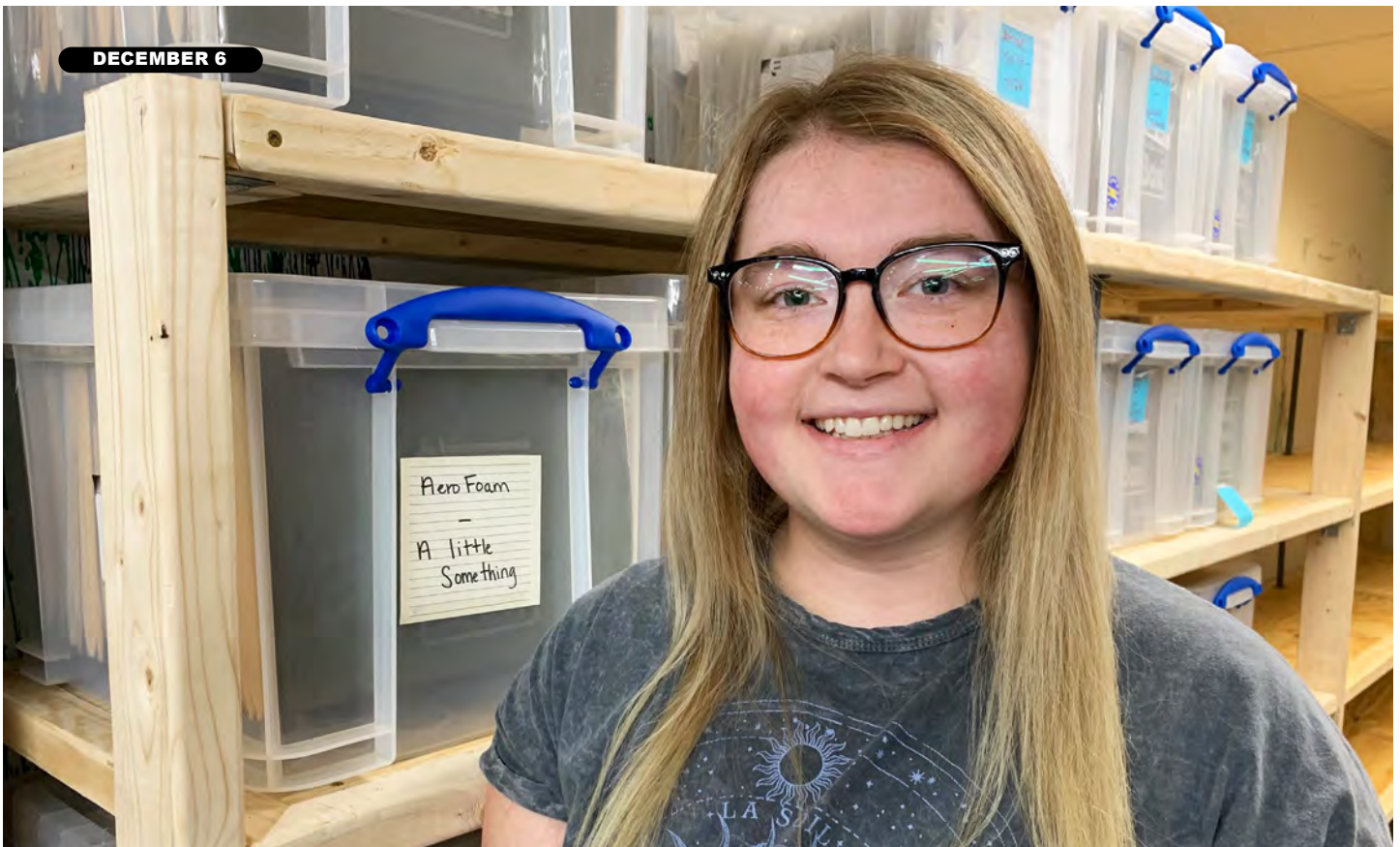


This is definitely one to frame! LOL! Eric Martin twinning with the staker.



Jared Eckler and Samantha Graham twinning with their Grateful Dead shirts.

DECEMBER 6



MARISSA STRAIT

SUPERLATIVE WINNER

Each year, we vote in the company on the partners we feel are really growing and showing up at a high and fast rate, and Marissa is very deserving of this award!

As a partner on our Production Scheduling Team, just celebrating her 2 year anniversary with us last month, Marissa has learned a lot about all our products, production processes, and how to pull them through methodically, patiently, and efficiently! No small task in past two pandemic years - when communication, planning, and learning to deal with multiple variables impacting production lead times has never been so challenging! Marissa is always learning, adapting, and making it look easy peasy, even though we know she is working very hard to please our customers, Customer Service, and Production Teams! Congrats Marissa and thank you for all your brain and heart power!

"Marissa Congratulations again! Everything you've taken on and learned not only this past year but since you started at Townsend is so impressive! So happy for you!"
- Jordan Siarkowski

"Yayyyy! Congratulations Marissa! You are so deserving of this recognition!"
- Margaux Pierce

"Congrats Marissa! Thanks very much for all the hard-work chasing down leather for my digital printing projects." - Joe Paciolla



**LEARNING
AWARD**



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.



CLASSIC CHESTNUT 15,000 SFT.

Jared Eckler loved seeing this 15,000' Classic Chestnut order coming off the line first thing this morning. This order originally started out as 35,000' quote at a very low price - which was still interesting, but honestly at the time we didn't need the hassle of another order due by year's end if it wasn't going to be a Win-Win for us. Over a couple weeks in October our team resampled, re-quoted, and successfully landed the order at a much better price and it happened to all fall in place with a particular batch of hides that we just received that he felt wasn't going to work in aviation due to a lot of veins. They were perfect for a full grain hospitality order and the shipment was for about 19,000' so he could be a little choosy on the hides. Our team came up with a beautiful retan to soften the tannage and minimize the prevalence of the veins that were so severe even full grain. This load looked and felt wonderful off the line and we are ahead of schedule, couldn't be happier! Great teamwork on this load everyone!



As Jared put it, "Lets go, yeah baby!" Mike Husted, Sr. and James Bubbins working hard laying out the hides on the sprayline to become the beautiful Chestnut color.



We love the work that these guys do and the leather that comes from their efforts. Thank you Joe Blackwood and Mike Husted, Sr.

DECEMBER 7

We Got This!

As Megan Kucel was checking out areas at Townsend Ave, she was amazed at the work we had and asked Ed Gray to step in and show how much work has been done, just in the area by the toggle boards. We're getting there partners and you are doing an amazing job. Thank you for all your time and efforts. Keep it up! Stronger Together!



THEY GOT THIS! THEY ARE A TEAM!

DECEMBER 8



Lori Seeley has been working in the Tipping Department for years and she does amazing work!



Allexis Cook following instruction from Lori and Thom Dona is making beautiful things happen.



Cat Mauleon stated, "This one is easy compared to some of the recent ones, I think it's going really quickly and good!" Great work!

Jared Ecker walked out of Tipping today just feeling so good! Seeing and hearing how great Cat Mauleon and Allexis Cook are doing, the confidence, enthusiasm, and care for what they are doing - the team and "got each other's back" vibes he felt from them and Lori Seeley gives him such a good heart feeling.

With being short in Tipping staff a lot of this year and not too sure of our future, he knew Lori felt what he felt for her and us - "It's not just me, I have a team!" And this Rio Overcast order for Bombardier that he had been worrying about for 2 months - they were just breezing through it, making it look easy! There's a lot of coaching and support behind that result though, he is very proud of Lori and Thom Dona as our trainers and coaches and he'll be damned if you couldn't pick two other partners than Cat and Allexis to rep us and "Joy" on a billboard - he is so proud and appreciative of them!



Townsend's Tipping Team has come together with great coaching and support: Allexis Cook, Lori Seeley and Cat Mauleon

SHARING KNOWLEDGE

DECEMBER 7



Fifth Avenue Cosmopolitan Cream came through to ship. Jared asked Clara Birch what she thought of it when she got it. She told him,

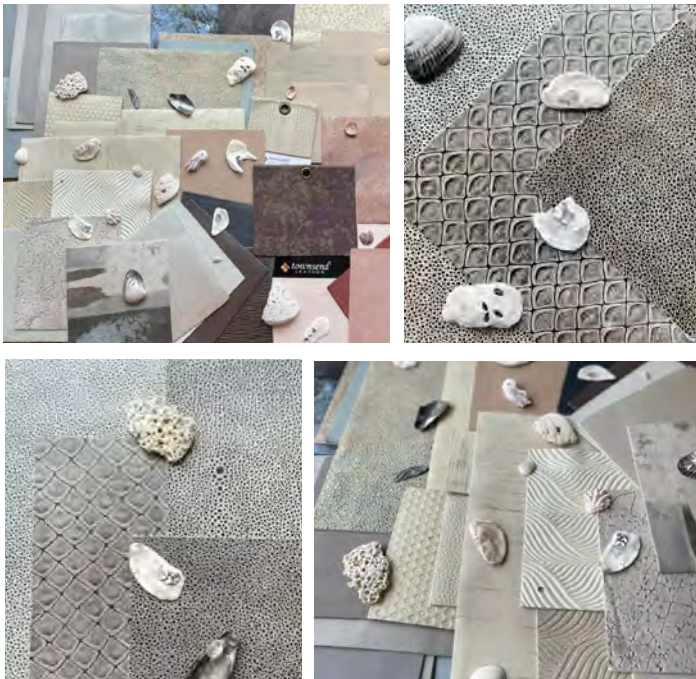
"It was smooth and also a learning experience for Bert Williams and I. Jillian Santiago explained to us how the Fifth Avenue product is supposed to look. Bert and I were a little confused because at first it looked like it was missing finish in some spots. Jill came to the rescue with her knowledge of the product and taught us something new. See you can teach old dogs new tricks."

Great job partners!



INSPIRATIONS COMING TOGETHER

DECEMBER 8

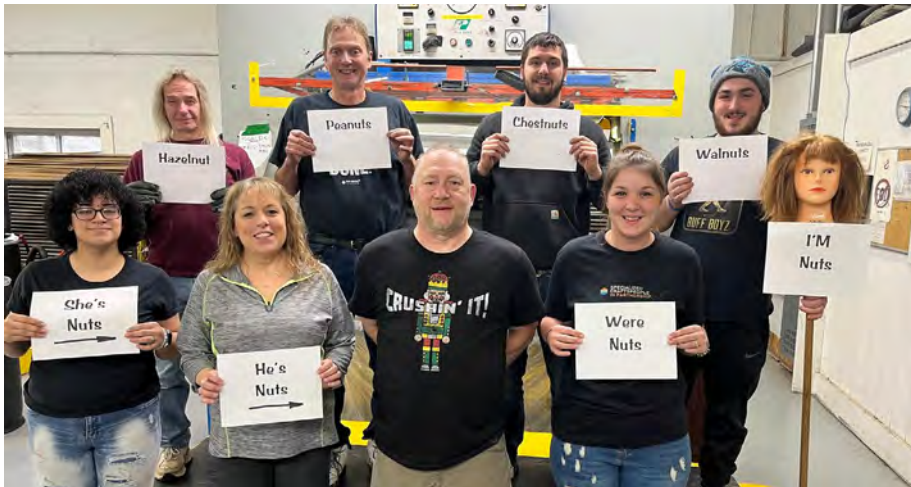


Check out these inspirations put together for Jared Eckler by our Sample team and Chris Oare!

When Jared went to Florida in August, he picked some seashells off the beach thinking a collection of our leathers in different sheens, feels, colors, and textures inspired by the colors and textures of the shells would be really beautiful. He knew we had a lot of options in our standards that could fit the feel and vibe and Noel Burroughs, Brett VanNostrand, Maria Lomanto, and Jordan Siarkowski did an amazing job in interpreting the shells creating a beautiful portfolio that you can see in these photos! Chris made a few custom samples to capture the overall mood he got from the shells - beautiful!

SHOUT OUT EMBOSSING & TIPPING

DECEMBER 10



Mike Spinks, Tom Larowe, Thomas Horan, Ethan Warner, Cat Mauleon, Lori Seeley, Thom Dona, and Alexis Cook.

Thom Dona gave his teams, Embossing and Tipping, a Shout Out for the last 8 workdays. Like the shirt says “Crushing It” Chestnut (240 hds), all the Black Hearth Lark, tipped Rio Overcast (102 hides) and everything before, and in between. In figuring out who was nuts on this team, they came up with this. Confusing but makes sense - Mixed Nuts! Great team effort and thank you everyone for your efforts!

BPTW...THAT IS TOWNSEND

DECEMBER 10



As many of you know, each year Townsend Leather participates in a competition to be named one of the Best Places to Work in the Capital Region. How are companies named a Best Places to Work? By their culture, support, care for what they do and opportunities for those who work there.

Despite going up against some tough talent, for the past 7 years we've won, and we couldn't be prouder.

Your partners, Megan Kucel, Donna Oathout, Lori Seeley, Ken Warner, Kayla Savage, and Scott Brothers were excited to attend and represent Townsend Leather.

Even though we didn't walk out with the top prize, Townsend was honored to be a part of such an amazing event and we thank YOU partners for completing the BPTW survey and helping us get to the top!



DECEMBER 11



The Final Product

Sarah Eckler spotted these purses and handbags on Facebook from a store called Ephiphany's Emporium in PA who sells the goods made by our customer, Susan Kellogg of Cimarron Handbags, who buys our stock, outlet hides and scrap to make them. She noticed Expressions American Gator, Stingray Serenade, Duvel Rustica Moroccan Spice, and Perfectly Pebbled Deep Dark Cave she picked up recently. Hope they sell out!

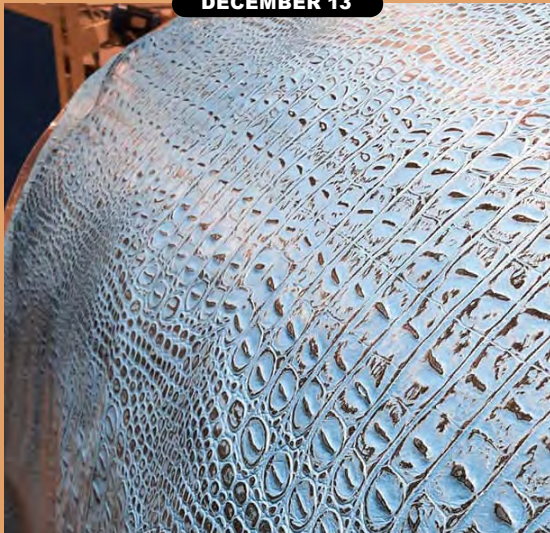
DECEMBER 11



Christmas Circa

Sarah Eckler found this on her parents' fridge today. Christmas circa 1984. Just in case you were wondering if Tricia Martin and Sarah always had good hair. They did always have a Shining Sisters vibe though.

DECEMBER 13



Oh La La!

Expressions Cowhide Caribbean Azure American Gator. Fresh out of the mill!

DECEMBER 14



Coordination

Look at this!
Jared Eckler and Pamela Goldswer, did you plan this?
Nothing like getting into the Christmas spirit.

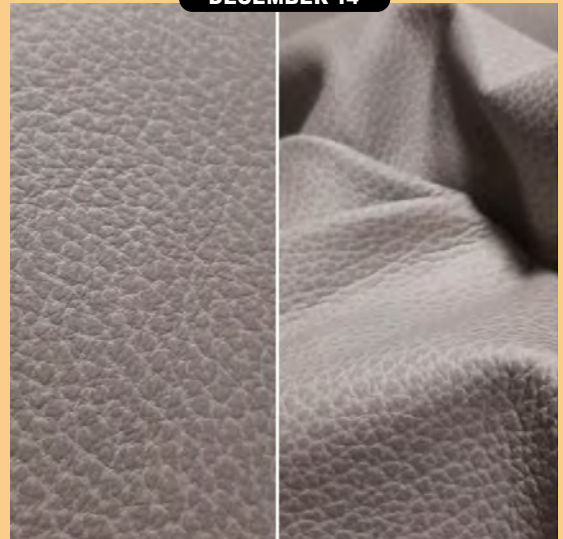
DECEMBER 14



Townsend Tour

It's exciting when tours are going! Here is a great group of partners here with Kevin Kucel, who is excellent giving tours at Townsend, to share the history, process and more. It is their first time at The Stitch and they all seemed to really be enjoying it!

DECEMBER 14



Can You Tell?

Rio Overcast at finish stake. Definitely can't tell these were tipped by 3 different people.

So consistent!

HUMOR AND GREAT WORK FOR YEARS

DECEMBER 15



As evident to anyone who knows Brett VanNostrand, he will do anything to help anyone and loves to serve others in any capacity. He is happiest when those around him have their needs filled and are happy. He has helped the Sample Department continue to evolve over the years and in last year has learned how to cut hides on the Gerber which is so much more efficient. He always comes up with creative solutions to problems or areas that could use improvement. His ideas are ingenious, clever and inspire others to be more creative in how they approach things. Brett has pushed himself to learn more and more aspects of the Sample Department workload over the years and has learned a lot about our products and labels and other things so not only is he now the muscle of the team but a strong contributor to all sorts of requests.





ANTHONY SMIDA

SUPERLATIVE WINNER

Anthony has taken a very active role this year in working directly with customers like Bombardier and FACC. In preparation for the many calls he would take to represent production he made sure he knew all facets of what was working for us and what hurdles were faced so that he could explain to customers all that we were doing to get them their leather on time and in best quality.

He went out of his way to understand raw material and chemical delays, production flow and throughput, as well as hiring progress. He would present this information tailored to each customer, often being the key speaker and facilitator on many calls. Something that doesn't come naturally or easily for him, his preparation and care for representing us well drove his initiative to be as confident as he could be in communicating to major customers who were already panicked or worried about getting their leather.

He was a big help to our team and had such great poise with some tough cookies, he earned their trust and respect and our great appreciation for all his initiative and efforts this year! Congrats Anthony and thank you!



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.



PAMELA GOLDSWOR

SUPERLATIVE WINNER

Pamela Goldswor, we don't know what we would have done without you this year! From the patience and flexibility you have exuded all year on any Covid related questions, so many nights and weekends talking or texting with partners on quarantines, testing, etc - you have had to be ON all year! From the hiring spree that began in March, that would find you interviewing hundreds of people this year and finding some amazing ones at that, am I right? Partners if you comment to congratulate Pamela and share your appreciation and I hope you do, please share your thoughts also on someone she brought to your team that you are just thrilled about! Nothing would give Pamela more joy than seeing and hearing of you and them partnering awesomely!

To the constant leadership and partnership she gives in coaching or training partners, or helping any of our partners personally or professionally in guidance or through conflicts - her office has always been open - except when she is with someone which has been ALOT this year!

It's been a sold out tour all year for sure for Pamela!

We have been searching for months to get her help as she has been so busy! Like a lot of us, she has had a hard time keeping up, but she stays up - she has always rocked every day like she's going to save yours or someone's - her stamina and love for being there for each of you and this company is inspiring and so appreciated!



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.



IMPRESSIONS II

COWHIDE



New and appealing full hide embossings showcase the velvet-like suede nap of this Nubuck cowhide. Hand-tipped in tonal or metallic pigments that dazzle each of the six refined colors. The characteristic finish effect of this leather artwork is applied by hand, the resulting variance in design and color are part of its natural beauty.

DECEMBER 16



MARGAUX PIERCE & CHRISTA FONDA

SUPERLATIVE WINNERS

So many of us had to exhibit so much strength and heroics this year, no doubt our team is pretty fuckin' super! Following year end recognition for Pamela Goldswor and Anthony Smida - Jared Eckler was so proud to also shine the spotlight on our new Superhero ambassadors. Congratulations to Margaux Pierce and Christa Fonda for their 2021 heroic efforts!

These two were put to task all year as we struggled to be on time due to every possible hurdle or delay Covid could cause for us, they both work with two of our busiest, most demanding, and possibly least understanding customers. Daily conference calls, hourly email responses, and hosting onsite representatives and managing those reps own stress was perpetual. Not only did both handle this with the utmost of patience, flexibility, empathy, professionalism, preparedness, and urgency - they often did so with a sense of humor.

They found the strength to stay strong for themselves and continued to be a supporter, encourager, and hero to those around them. They never passed on the duress, or stressful vibes they incurred, they stayed focused, warm, friendly, and supportive to everyone in production and in the office whether they had the answers or the confidence - didn't matter - their commitment to the customer and all of us was saintly, otherworldly, or just damn super! The amount of orders, details, PO info, aircraft info, and updates they needed to stay on top of in a year of delays and of bigger workload than ever is very impressive! Jared told them he'll never forget the strength they showed this year and that he was so proud of and appreciative of their efforts and whole super being! Tricia Martin and Sarah Eckler joined Jared in this sentiment and they all hope you feel the same and let them know!



SUPERHERO
AWARD



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.



VACUUM DRYER TEAM

SUPERLATIVE WINNERS

A year ago we installed the new vacuum dryer, a few of our partners had done this over 20 years ago, really only Taslim Yousaf and Neal Lang had recent experience with set out and vac dry, and they would help set up and train our partners.

The vacuum dryer has added to our drying capacity as long as we have enough partners to man both the togglers and the vac dryer at the same time. Being short everywhere all year it took us all year to get a dedicated team and one that gelled together like this team. From left to right, Chris Kenney, Ed Gray, Robert Armstrong, Lalo, Jake Demarest, and Jarrid Gray have worked hard together on both steps making a tighter, sexier grain leather, protecting yield, and the biggest hurdle getting good and fast at it!

Our first few teams as we began to use the machine would achieve 10-20 hides an hour on the vac, this one has doubled that range getting to plus 30 hides an hour and reduced yield loss by 5%!

They've given us the ability to get more nicer leather done, with a number of customs and colors done - they've quietly put out thousands of hides the past 3 months, we are so proud of their teamwork yielding such great results!

Congrats guys, thank you for your dedication and drive to get good at this together, it's really appreciated!

**GET
SHIT
DONE.**

AWARD



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

HOLIDAY CHEER FOR ALL TO END THE YEAR!

DECEMBER 17



Cat Mauleon, Thom Dona, Jared Eckler, Lori Seeley and Alexis Cook



Scott VanNostrand and Jared Eckler twinning with their "Ho! Ho! Ho!" shirts



Lori Seeley and Megan Kucel festive and fun!



Ethan Warner, Jared, Christa Fonda, and Larissa Groesbeck spreading cheer in a group pic together.



Alexis Cook and Kaden Steele GSD and having fun!



Jared Eckler and Regina Manginelli



Cat Mauleon found Frosty, oh wait, that's Dawn Finch. Great costume Dawn!



Sarah Eckler, Regina Manginelli, and Tricia Martin all dressed in theme.



Jeremy Douglass and Gabby Strait as "The Grinch"



Tricia Martin and Rick Allen



Allexis Cook, Lori Seeley, and Emily Munson enjoying holiday lunch together.



Clara Birch and Megan Kucel added a little leather to their celebration.



As Tom Larowe's shirt says "It's Beginning To Feel A Lot Like Christmas!" Lol! Always fun Tom!



Taslim Yousaf, Neal Lang and Jared Eckler sporting the Christmas colors with our leather too.



Ethan Warner and Mina Baldwin showing off their Christmas sweaters.



Kayla Savage has a different way of dressing for Christmas.



Many Stitch partners gathered for a gift exchange and had a lot of fun together.



Mary Weber loved her Secret Santa gift of a large loaf of bread pillow.



Christa Fonda with her over-sized Kit Kat Bar is more than she could ask for.



Sophey Willis and Carina Oare together to celebrate.



HOLIDAY CHEER AND SPIRIT

DECEMBER 23



"So nice catching all the Holiday Cheer and Spirit with everyone this morning! Everyone is with a sigh of relief for the year to fade and the holidays and a nice break ahead! I've heard and shared so much appreciation for our year together.

I loved what Taslim shared with me today, how special Townsend is to him. He said, "when I came back this week after my Mother passing last week, I kind of wanted to hide and not talk about it. Jillian Santiago came up to me and hugged me, and then Thomas Carter hugged us both and others came over too. I didn't know I needed it, but it really affected me and I felt so good to be held by them. He went on to say, "you visiting me at the store and hugging me that weekend, reflecting on the year - I feel so safe here at Townsend - honestly safer here from Covid then anywhere else, and loved and cared for by everyone so much, it's so special what we have here!"

This sure warmed my heart and I hope it does yours. You all are so special, cherished, and appreciated by me and all your fellow partners! With the greatest of gratitude and appreciation, thank you for all you've done to make us who we are this year, and who we are going to be next! All the greatest and warmest Holiday and New Year wishes to all of you!" - Jared





**WHEN YOUR
DESIGN CALLS
FOR A SPOTLIGHT**

Townsend Leather helps you focus
on the details & get up close to your
love of design.

www.townsendleather.com

NATURAL BEAUTY

With thoughtful manufacturing, leather has the potential to be a solution for the future and create a positive environmental impact, explains Townsend Leather

Drawing on hundreds of years of craft, clean water and glorious forest lands, Townsend Leather has its home nestled in the foothills of the Adirondack mountains, known as the heart of the Leatherstocking region of New York state. This region was the site of the first leather production in the USA, birthed from an abundance of hemlock trees (used for tanning), great farming land and clean water.

"A deep appreciation for the beautiful surroundings, and that authentically natural tanning process, are still at the root of Townsend today," says Shawn Czadzeck, green team member and communication designer at the company. "Using no hazardous chromes or re-tanning chemicals, Townsend produces beautiful, long-lasting leather with a fully water-based finishing system and production processes that meet or exceed all environmental regulations."

MINIMAL ALTERATION

Leather is a product of nature. "It is not made of plastics nor engineered out of machine-made parts," says Czadzeck. "We believe the very best leathers are altered as little as possible from their natural state. It is this belief in honouring the natural beauty of leather, coupled with our thoughtful manufacturing process, that heartens us toward a future that utilises leather as a solution for environmental impact."

Every hide Townsend uses is a by-product of meat production, removed from the waste stream. "The leather is produced from cowhides that are sourced and tanned in Europe and from organisations that utilise picket fence, free-range, humanely cared-for animals," says Czadzeck. "The hides are then dyed and finished in our facility."

Townsend sees the production process as a way to merely enhance the



Trend Talk

"The year ahead will see even more appreciation for leather as a natural and beautiful way forward in our collective quest for environmental balance. Sometimes the best way forward is to find solutions in ancient craft – what has endured through the ages. When you look back, leather is what you see."

*Shawn Czadzeck, green team member
and communication designer;
Townsend Leather*

MAIN: SOME EXAMPLES FROM
TOWNSEND'S RANGE OF AROUND
1,000 LEATHER OPTIONS

INSET: TOWNSEND MANUFACTURES
ITS LEATHER IN-HOUSE

natural beauty and uniqueness of every hide, highlighting natural characteristics and reinforcing inherent durability. "Visitors to the manufacturing facility always comment on how many hands touch each hide; how intimate, natural and hands-on the process is," says Czadzeck. "No-one in the process needs to wear hazmat suits or fear chemical spills. We take great care, producing with water-based chemicals and vegetable-based re-tanning agents."

LONG LIFETIME

Townsend posits that sustainability and durability go hand in hand. "Not only has the leather been removed from the waste stream and produced with water-based chemicals and vegetable-based re-tanning, but it is free of dangerous chromes and has only the lowest of natural VOC levels, so it is manufactured for a lifetime of use," says Czadzeck.

"There is a reason you can find vintage leather products that are still beautiful. Leather is humankind's oldest textile and is naturally durable. The endurance of leather is unmatched. Leather as a textile is known to last an average of four times longer than fabric coverings. Leather can handle wear and tear that would easily destroy other materials. Compared to man-made textiles, leather can hold up against extreme temperatures and other ageing concerns. The intricately interwoven fibre structure of leather is something that can't be reproduced in any fabricated product. Robust and durable, Townsend's leather is specifically produced to withstand the test of time and harsh conditions." 🌱

FREE READER ENQUIRY SERVICE

To request more details from Townsend Leather, visit www.magupdate.co.uk/pbjj



JARED ECKLER

SUPERLATIVE WINNER

"As we wind down this work year, we have one Superlative left to award, The Terry Kucel Leadership Award. My father (Terry) and I took the reigns this year and decided to go with our hearts and yours and award this to Jared Eckler. Under normal times and circumstances, Jared would never allow himself to be the winner of a Superlative even if he is the top vote getter in the category which he often is like he was this year, but these have not been normal times, have they? A small group of us surprised Jared today to spend a little time thanking him on behalf of all Partners for being an incredible leader during these past two years. We said a lot of things to him but I will recap in a fashion I know Jared approves of, with a Top Ten List of reasons Jared has exemplified the spirit of the Terry Kucel Leadership award for 2020 and certainly onward into 2021.

10. During stressful meetings and moments these last 2 years, Jared held his composure while Partners shared their frustrations and emotions. He was a safe sounding board who always took the time to listen fully, no matter how busy his day was, to each and every one of our concerns, worries, and frustrations and then guide us calmly with his always forward-thinking advice that does not judge but rather aids us in moving forward with a clearer head.

9. Jared showed us how to count our blessings, enjoy the "small" things, and make moments of fun even in times of stress. He is the biggest contributor to Workplace and Twinning photo master, often pre-arranging with Partners to



TERRY KUCEL LEADERSHIP AWARD



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.



coordinate together so they could share a moment and photo together. Also, when Jared is a fan of something (like say the Dolphins, or Marvel movies, or the show “The Office”), he is all in and uses that as a jumping off point to connect with Partners who have the same fandom. He finds the fun and silliness and optimism and positivity and comradeship in things he loves and wastes no time giving energy to negativity and ugliness. Which God knows we get enough of outside of Townsend.

8. His words and perspective often helped us frame the larger struggle we have been up against and to give perspective whenever we all needed it. Through his many encouraging posts on Workplace, his Shop Talk emails and posts, and one on one “how are you doing, Partner?” emails and work chats, he used his gift of words to make us all feel better, take a deep breath, and focus on what matters most.

7. He helped us find and celebrate the good things that have happened these past 2 years even during days we had to distance physically. Partners’ milestone anniversaries, team’s successes, or individuals’ own personal stories of success or triumph, there is not much he lets slip by without recognizing it, honoring it, and celebrating it either publicly or privately with that person or team(s).

6. He always shows the servant leadership that Terry and Barbara Kucel taught us so well but never so much this year as when he managed to not only stay involved at a high level and with great detail for many of our top customers, hosted and worked alongside our many Bombardier and other customer visitors who needed more attention than ever, all while directing traffic in production, supporting and cheerleading partners and then rolling up his sleeves and working many many hours in Sorting. Just when it looked like Kevin Lindsley and Jared found a promising candidate for sorting in Tommy Carter, it also happened that Tommy would have the opportunity to lead Cutting. Jared was so happy for Tommy and believes in his potential, he was more than ok with making that move happen even though he knew it would mean he needed to continue to work long days and into the night in Sorting.

5. He cares about us as whole people, not just as employees. Some of the deepest talks and coaching he has done these last two years had very little to do with one’s work path and development but more about their growth as humans. He preaches and teaches vulnerability by showing it and has taught others that in a year of hot tempers and differences in our country and non-stop stressors, we can choose to be better people and treat others with kindness, respect, and compassion.

4. He has integrity in all he does even when decision-making has been so difficult and divisive and has been able to walk a fine line of respecting our differing opinions and viewpoints on difficult subjects related to the pandemic. He ensures we follow guidelines that address our safety and well being and makes decisions that take into account the well being of the company but he also never judges or shames us for how we feel about things. When Partners start seeing that we don’t all have the same beliefs and start to hold that against each other, he reminds us that is ok to believe differently as long as we respect the rules and each other.



Believe me, so much guidance we have gotten from outside agencies and groups has been frustrating to deal with, confusing, and often upsetting. Jared never overreacted to it but rather had faith that we would find our way together and be “Stronger Together” for it which I think has proven true.

3. He loves making leather and making it beautiful. He reminded us what was most important throughout the ups and downs of staffing and other pandemic issues and constantly brings us back to the “basics”. Make beautiful leather and do it with passion, kindness and appreciation for those doing it with you. Know what you are working on, care about it, what it will be used for, and why it matters to the customer and our business. He has helped us find meaning and purpose in our work with each other through a time many of us questioned even the meaning of life itself!

2. His handwritten anniversary notes in the mail (a practice he says he started when he witnessed my Mom doing it years ago), literally helped sustain many of us through our darkest and most stressful days. We all needed to be “seen” this year. It often felt like we could not do enough and quickly enough to please our customers. It felt relentless and grueling and many of us felt like failures at some point or like our work did not turn the dial or make a difference. His notes always spoke to what he valued in each of us on a specific level that helped turn around and uplift us and fuel us to carry on.

1. His wife is really awesome! Hahaha just kidding! Wanted to make you laugh if you read this long.

My real number one is he has our backs always. My favorite story customer-related this year was when Jared told a top customer they needed to back off on the intensity, over the top urgent calls and e-mails, demands for endless conference calls and line by line item review of ship dates, etc. to our team. He shouldered more of their difficulty than most if not all of us but his line in the sand was when he witnessed the burnout and total disrespect directed at us at times that was taking a dangerous mental and emotional toll on our hard-working team. He was ready to go to war with a top player in this situation not for himself but for his Partners . . . but you know what? Jared’s ability to speak openly and honestly but also respectfully actually opened this guy’s eyes and is making him reevaluate not just how he treats a supplier but his own team. Jared has been thanked by many on his team because he had the courage and integrity to tell a top customer that their behavior towards us and his own team was unacceptable and would not be tolerated. That is truly powerful leadership and influence that I am hard-pressed to witness in many places these days.

Congratulations, Jared! We love you!

Townsend Leather Partners, feel free to share a reason Jared deserves to be recognized for his leadership on Workplace at any time.

Thanks for giving Jared a reason and purpose to dig even deeper these last 2 years. He told us he made it through and found strength because of each of you." - Sarah Eckler



TOWNSEND LEATHER SHIRTS



We love leather,
we love the Glove Cities,
we love what we do,
who we do it for,
and who we do it with.
We also love shirts.



Buy Townsend Leather crafted shirts on Amazon, at the links below. More shirts will be added soon. Show your Townsend pride, express your Townsend fandom, spread the word of Townsend greatness...

FOR FUNDRAISING / HIDES OF HOPE

You can now purchase a "Stronger Together" shirt, a "Be Excellent To Each Other" shirt, and a world-famous "Get Shit Done" shirt and at the same time help raise money for our Partner-Helping-Partner support system, Hides of Hope. You get a sweet shirt, and you get to help your fellow Partners in the process! *Win Win!*



Go to this link to purchase a fundraising shirt, *all other shirts are available on Amazon:*

www.bonfire.com/stronger1609829160together



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BERT WILLIAMS



EMILY MUNSON



ALEXIS COOK



ROBERT ARMSTRONG



SHAIN VANNOSTRAND



ETHAN WRIGHT



CODY SANFORD



MICHELLE ASHELMAN



STEPHEN RUSSO



SOPHEY WILLIS



LINDSAY SALISBURY



BRIAN BALDWIN, SR.



ADELE ARMSTRONG



NICK WILLIAMS



THE NEXT GENERATION OF CHANGE MAKERS AND LEGACY PARTNERS





**FUTURE
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THE CLASS OF
2021**



**SCOTT
VANNOSTRAND**



**NATE
COTTON**



**EMILY
BERTIER**



**CRISTIAN
VALLEJO**



**KARLEIGH
VANNOSTRAND**



**MICHAEL
SOTO**



**PAIGE
COYLE**



**ISABELLE
SZEMCSAK**



**MINA
BALDWIN**



**JAMES
BUBBINS**



**TERRANCE
RICHARDS**



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JAKE DEMAREST



BILL ROCAS



JOE SKAINE



KATELYN COOPER



MICHELLE DEROSE



AUSTIN OARE



DONOVAN SHADER



JOSH ROBERTS



JACOB DICKERMAN



MARK PETTIT



AUSTIN RUTAUSKAS



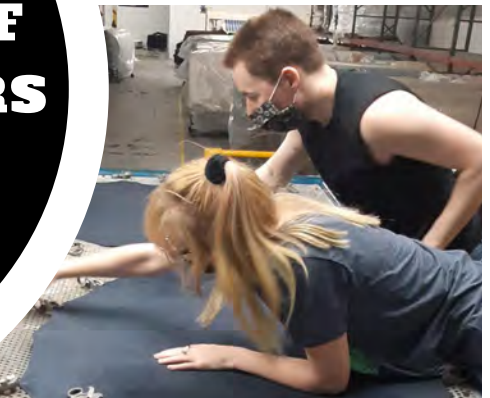
JOSHUA FITZGERALD



CYNTHIA DINGMAN



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**MADDIE
KING**



**JARRID
GRAY**



**MACKENZIE
MILLER**



**BRITNEY
NIFOROS**



**TENIA
LALO**



**RILEY
GRIFFITHS**



**JONATHON
MCWHINEY**



**TRACY
MORAN**



**PAUL
LOMANTO**



**CONNER
HOYT**



**TRISTAN
MCMILLION**



**MISAE
MONROE-BROSEN**



**CATHERINE
MAULEON**



SPECIALIZED CRAFTSPEOPLE IN PARTNERSHIP.

A MOMENT WITH SHAWN CZADZECK

DECEMBER 23



"This past year was complicated and challenging. But, it was also joy-filled and amazing.

I don't always get face-to-face with everyone at Townsend, but I mean it genuinely when I say how proud I am to be part of this team, with all of you. And how lucky I feel to be surrounded by people with passion and care, with craft and purpose, with heart and joy.

To make the world's best anything is impressive, to be part of a team that makes something that is unique, purposeful, beautiful, and hand-crafted, while being the best in the world – that is something astounding.

As we head into holiday celebrations and year-end hullabalos, I would like to invite you to take a couple minutes, grab a friend, and watch this too-fast, photo-pile, mess-video of an incredible year at Townsend Leather, at the link below. It is a compilation of a full year's worth of photos of all of you doing amazing things together.

It is impossible to truly represent the year we had together, the ups and down, the creations and tests, and this video just blurs it all together. But, you can let it just kind of wash over you, just let your eyes pick out all the smiles, the thumbs ups, the colors, the hugs, the good times, the tiny sparks of memories that will pop up and you'll find yourselves saying "I forgot about that!" or "I didn't think that was this year!", just bathe in it as it blurs by and enjoy the joy it will bring you as you recall a year of changes and growth and newness and togetherness. You'll also hear a couple of quick messages from some of your fellow Partners who called into our joy-message-line.

Thank you to everyone who captured these moments in photos this past year, most notably Megan and Jared Eckler. Thank you to everyone who sent me favorite photos of their year. Thank you to everyone who called the joy-message line.

And thank you to you, ALL Townsend Leather Partners, for making our team the Best in the Capital Region, our leather the Best in the World, and our collective hearts the Best at feeling all the feels, together."

<https://youtu.be/aHWK2tP0Gjo>

- Shawn Czadzeck



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