



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.