



DAVE KUCEL & ERIC MARTIN

SUPERLATIVE WINNERS

Terry Kucel encompasses many of our values and a very important word, integrity, is so important and he never took shortcuts. He always worked with a passion for leather, training, motivating, and inspiring people. He really set the bar high, as we always say it took a whole SLT to replace him singly as the visionary for products, manufacturing, marketing, customers, and our people. There quite simply is no Terry Kucel in the business today, but a lot of us have been made better versions of ourselves by his coaching, mentorship, challenging, and supportive leadership and we celebrate the elements of him seen in others!

With that being said – we have two co-winners for the Terry Kucel Leadership Award this year! Two partners that have been in the top 5 voting every year since its inception are finally getting their due – Dave Kucel and Eric Martin!

“Dave – day to day, with so many new people, so many missing days – the patience for our people and for every hair brained situation that could be thrown at you with the largest production team and the largest influx of new people over the past two years is amazing. Your relentless persistence, optimism, “we’ll get it done boss,” work by example, rolling up your sleeves – you’ve always shown the spirit of getting work done, appreciating the work, and our people that Terry always had from our very smallest, most humble days. The extra hours in coming back to check on 2nd shift, the biggest workloads, with additional machines, equipment, and different kinds of products – you never bent, you just kept coming. Your leadership in the community too, is something that’s always impressed me – working like you do and then volunteering after – well – this year was the one I had a different view of you as I was on my back and you were over me holding my hand following my accident.”

- Jared Eckler



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.



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“Eric – as much as I love the day to day, like you, I get frustrated being stuck in it. You’ve been my go to for all projects, cross training, machine installations, process setups, organization, inventory, and cost reviews. I love it when you get focused on something. The B2 reorg this year, the work with Bombardier over the past two years through Covid and changes in final inspection and cutting, and quilting, the finish staging area, setup of finish stock. Some of these areas would have folded without you, and we’ve continually shared the frustration of building up a team or person only for things to change and have to start all over again or thrust ourselves into the work like you did in Cutting or Quilting and me in Sorting. Making our shutdowns effective in projects and with partners, helping make stakers and drums move, setup of shaving, drums, vac drier, tunnel dryer, planning and communicating the move of Tipping and Upholstery shop, and set out. We never got a fair shake at doing the things we wanted with Covid coming just a year after your promotion to production lead, but you did help us withstand a very tough time, supporting so many people, fostering a lot of change, and organizing through dramatic, unplanned growth. The part of Terry’s leadership that compliments Dave’s is the vision, the drive to not let today’s work get in the way of the work you want to do to make tomorrow easier than today. That has been a tremendous fight, all through a pandemic, raising a family, and also your outside pursuit that speaks to your leadership as well, coaching basketball. Those kids are going to leave school saying what those on our team say that work with you, he made me a better person by believing in me, challenging me, and supporting me. This is one of the hardest things to do in the style of Terry’s leadership, but also the most fulfilling!!!”

Eric and Dave - thank you for all you do in your work and example and congratulations!”
- Jared Eckler



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