



TIM BECKETT

SUPERLATIVE WINNER

Tim Beckett's father, our company Accountant, Phil Beckett, was in for our yearly Board Meeting, when Tim was awarded with this year's Initiative Superlative Award.

Most significant this year was Tim Beckett's voluntary commitment to leading the Cycle Leads and thus our Production Teams when he saw a need for a new direction. He has patiently worked with this team to accomplish improvements on our metrics this year through each cycle and individual departments. Tim is there for them with guidance, advice, and hands on trial and error and together, setting goals and following them through with this team. He has shifted his focus and hours to be ever present in production and regularly goes wherever the greatest need is, digging into individual departments, even individual orders at times, and helping them through perspective, leather knowledge, customer knowledge, and an eye on making the right decisions for quality and the customer.

As Senior Vice President of "Everything and Anything", Tim leads by example of educating himself on any area or topic where we need help and where he can have a positive impact. From managing the New Balance relationship, to helping Ashley Capobianco and Tricia Martin with HR, from working with our banks and insurance companies, to negotiating storage fees and other aspects of contracts with our customers, Tim goes over and above to familiarize himself with our company's needs and to fight for what is best for us. And yes, the word "fight" is not dramatic when you understand how difficult working with some of these outside parties is.

Tim never says "that's not my area" or "that's not my job". Rather, he involves himself with any aspect that is currently important to the health of our business and our people and works diligently to make changes and improvements through teams and individuals. He has thoughts and visions for the future about sustainability, alternative products like mycelium, raw material and so much more and we cannot wait to see what else develops on these fronts with Tim's input.

Thank you, Tim, for all you have done this past year to drive us forward. Your Initiative to get involved in so many arenas, and effectively so, is simply amazing!



About This Superlative

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.