



Our final Townsend Superlative of 2024 is for Initiative and this year's winner could win in any year! Congratulations and a huge thank you to Sherry Cocker for the extra responsibilities, decision-making, and hard work she took on in overseeing all the details, big and small, in coordinating our aviation trade shows in 2024. In her role, which already blends customer service, account management, and travel for sales, Sherry taking on the extra tasks marketing-wise made it possible for them to happen this year. Sherry's customers love her because she works tirelessly to take care of all their needs from samples to ensuring their orders are delivered on time and on spec. She worries, plans, troubleshoots, and runs around like crazy day in and day out to make she and Townsend are delivering on our commitments to our customers.

Sherry also coordinated our Holiday Heroes effort along with James Emrick-Wilson this year, ensuring 25 local children got Christmas gifts this year. She was also featured alongside Tricia in BizAv Media with an article about their special relationships with customers.

Next year, Sherry will celebrate her 30th Anniversary at Townsend and in her 29th year, she continued to step up and do so much for the company, our sales and marketing team, and customers and we appreciate her dedication and ambitiousness so much!

Thank you, Sherry! You're a gem, an angel, an elf and a magazine model!

SUPERLATIVE WINNER

SHERRY COCKER

Initiative is awarded to a Partner who steps up to 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.