



Gold Medal Products Co.'s

# Screamin' EAGLE

1st Quarter 2017

OPENING LETTER



*Our success or failure in 2017 now rests squarely on our shoulders.*

## FEATURES

Opening Letter

*The Choice is Yours*

Community Corner

Employee Recognition



2016 Dealer Meeting, in Community Corner



Holiday Fun, in Community Corner

## THE CHOICE IS YOURS

If there's one word that will define Gold Medal's performance in the year ahead, it is **ambition**. While 2016 dealt an uncertain hand with many challenges, those barriers are in the past. Our success or failure in 2017 now rests squarely on our shoulders. What are we going to do to make sure we bounce back from last year and put forth a consistently strong performance throughout the months ahead?

It means we all have a responsibility to not only fulfill our role but to improve. You can't come in each day with a lackluster attitude and just get by. In fact, that's one way to hold back the company and yourself. No matter what department you are in, your individual role matters. You are the eyes and ears. You recognize what needs to be done and you have the knowledge and experience to determine how we can best execute as a company. As departments, we cannot function without each other. So, you must communicate more effectively and collaborate to get the job done right.

**The bottom line is your contributions will make the difference of whether or not we reach our goals. And remember, achieving those goals benefits you.**

One of the best examples is Gold Medal's year-end profit-sharing. How would it feel to know the company is giving out over one million dollars in profit-sharing checks? That is an attainable accomplishment and it impacts you in the most direct way. It's time to get motivated to make that a reality.

The choice is yours. Good, bad or indifferent, we each are accountable for the outcome. So, let's commit to really pushing ourselves forward to deliver the results we all want to see.



## Gold Medal's 2016 Annual Distributors' Conference

Hundreds of Gold Medal dealers took part in **Accelerate Your Performance**, the 2016 Gold Medal Annual Distributors' Conference.

It was an outstanding time of learning, networking, sharing ideas and prepping for the year ahead. There's a lot of energy about our potential in 2017. And there should be!



**CEO & Chairman Dan Kroeger** listens to attendees.



**Rob Morgan and Mike Garner of Gold Medal - Carolina** man the gourmet popcorn booth.



The new booth set-up was engaging and served as a showcase for our products.



The crowd learned about the 2017 new product line-up and more with in-depth presentations.



**Yvonne Caudill and April Waden (Credit Dept.)** greeted guests at the welcome table.



**Adam Warren of Gold Medal - Jacksonville** got a first-hand look at the assembly department during the factory tours.



**Eric Barsan (Cincinnati), Rick Hriniak (Carolina), Marlon Windom (Georgia), Ashley Kington (Carolina) & Mike Garner (Carolina)** enjoy the evening festivities.



**Engineering's Steve Snyder** discusses the new Gold Medal Robopop® Air Popper.





## Gourmet Popcorn Shop Grand Openings are Everywhere!



Gold Medal – Chicago’s Anthony Pryor shared this photo from the opening of a new gourmet popcorn shop inside a Mariano’s grocery store.



We congratulate Josh Grover and Randy Hoffman of Gold Medal – Minneapolis on the opening of the Red E Popt at Lunds and Byerlys supermarket.



Here’s the team at Pop’d Sensations in Marion, Ohio celebrating their official ribbon-cutting ceremony. Gold Medal was represented by Rick Murray of Gold Medal – Columbus.

## Gold Medal Around the World



At O’Leary’s in Belgium, they are seeing green with these poppers displayed on custom green-painted antique carts. Nice job Tom Rose (International Dept.)!



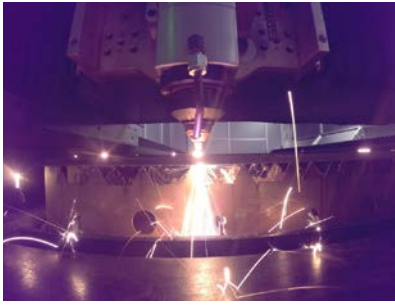
Gourmet popcorn is a global sensation! David Garretson (International Dept.) assisted our distributors from Hong Kong, China, Vietnam, Malaysia and Okinawa at CineAsia.

## Holiday Fun at Gold Medal

There’s no celebration like Gold Medal’s Christmas Fun Days! From Santa hats to ugly Christmas sweaters, snowman day and the Battle of the Elves, a great time was had by all!







## You never know where Gold Medal is going to pop up next.

Cincinnati Inc. (CI) included a shout out to Gold Medal in the latest edition of their company newsletter, *Braking News*. CI supplies multiple pieces of machinery Gold Medal uses including the CL-940 Fiber Laser System. We are happy to have been a CI business partner for over two decades!



## Celebrating Our Recent Retirees

It is a privilege to thank the following retiring colleagues for their loyalty, dedication and friendship. Combined, these four individuals have given over 100 years in service to Gold Medal. Theirs is truly an example to follow. Congratulations on reaching this milestone achievement and we wish you an enjoyable retirement!

- **John Evans**, over 35 years of service, Senior Vice President of Sales & Marketing
- **Ken Roberts**, 44 years of service, Assembly
- **John Isome**, 22 years of service, Assembly
- **Debbie Koger**, 15 years of service, Food Production



## In Memorial

Gold Medal extends our deepest sympathies for the untimely passing of our esteemed employee, **Terry Evans** on January 9, 2017. Terry was a beloved part of the Gold Medal family. Known for her diligent work ethic, she served our customers with sincerity and care for nearly 20 years. Her experience allowed her to act as a mentor to many of the staff. She is remembered fondly as not only a respected co-worker, but also a dear friend.

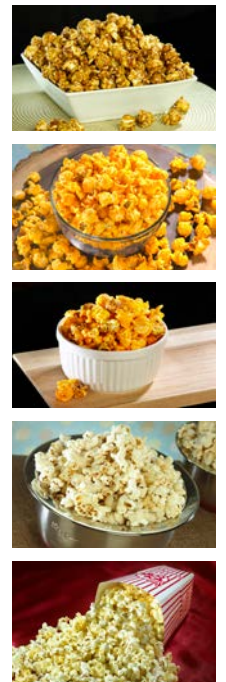


## New Building Addition Update

One of the biggest building projects in our company history is nearing its completion. We are pleased to announce that the new popcorn room is 75% complete.

Production is scheduled to start in February on Gold Medal's new pre-packaged popcorn line. **It will produce five flavors: caramel, cheese, a caramel/cheese combination, kettle corn and classic butter.**

Our production capacity is also expanding with four new production bays being constructed that are nearing completion. Throughout the process, we are on schedule for adherence to new FDA regulations. New equipment additions and the growth of our staff are also considerable achievements. Everyone's combined efforts are making this success possible. **Keep up the hard work!**



Calendar of Events



**FACTORY SUPER SALE**  
EVENT DATES

Factory Super Sales	Event Dates
Jacksonville	February 20, 2017
Cincinnati	March 2-3, 2017
Columbus	March 9-10, 2017
New Orleans	March 9, 2017
Tennessee	March 9-10, 2017
Carolina	March 16-17, 2017
Chicago	March 16, 2017
Georgia	March 16-17, 2017

Factory Super Sales	Event Dates
Central Illinois/Galesburg	March 23, 2017
Indianapolis	March 23-24, 2017
Tampa	March 23-24, 2017
Minneapolis	March 31-April 1, 2017
Pittsburgh	April 5-6, 2017
Orlando	September 12, 2017
Georgia	September 28, 2017



Gold Medal's  
**NATIONAL CARAMEL CORN DAY**  
Visit us at: [gmpopcorn.com/nccd](http://gmpopcorn.com/nccd)

**National Caramel Corn Day - Chicago** March 15, 2017  
**National Caramel Corn Day - Georgia** September 27, 2017



**2017 Gold Medal Annual Distributors' Conference**  
November 28-30, 2017





# EMPLOYEE RECOGNITION

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Always enthusiastic, **Cliff Loth (Maintenance Dept.)** is known for his long-running dedication to Gold Medal. He goes above and beyond to serve the company's interests. With the new building expansion, his efforts have proved essential. You can only imagine the issues with mess and dust that must be balanced with the requirements of a food manufacturing facility. And Cliff has consistently been there to assist with contractors and ensure our processes are followed properly. The Food Production team wishes to acknowledge Cliff's contributions and thank him for helping to make this project a success.

In the aftermath of the Smoky Mountain wildfires in East Tennessee, **Andy Kroeger** took it upon himself to gather donations of linens, soap, shampoo and other necessities to be given to those affected by the fire. His initiative resulted in an overwhelming response of supplies being donated by the Embassy Suites while at the dealer meeting. Andy delivered these items to an East Tennessee donation center that was helping the fire victims. Great Job, Andy!

Gold Medal – Jacksonville would like to congratulate **Alane Schumpp, Ron Delgado** and **Rafiq Watkins** for an amazing year. I appreciate all of your hard work and your determination in making sure 2016 was a record year here in Jacksonville. Let's keep the momentum going and make 2017 another record year. Keep up the great work!

## Awards from the 2016 Gold Medal Annual Distributors' Conference

A big congratulations to the Gold Medal team members who earned recognition for their performance in 2016!

### Zone Awards

- Zone Manager of the Year **Evan Trout (International Sales)**
- Runner-Up Zone Manager of the Year **Jeremy Carle (Domestic Sales)**
- Customer Service Representative of the Year **Jo Ann Iames (Customer Service)**

### Branch Special Awards

- Rookie of the Year Awards (best newcomers in branch sales)
  - Paige Huber Pitts (Gold Medal – New Orleans)**
  - Julie VanAntwerp (Gold Medal – Chicago)**
- MVP Award (sales performance awarded for double digit increases and over 300 machines sold)
  - Pete Corrova (Gold Medal – Columbus)**
- Iron Man Award (recognition for teamwork and dedication)
  - Lloyd Smiley (Gold Medal – Indianapolis)**
- Super Star Award (outstanding support and customer service)
  - Terry Evans (Gold Medal – Cincinnati)**