



To: Distribution

From: Tom Hance, President & CEO, Universal Mfg. Co.

Date: August 7th, 2017

Subject: Organizational Announcement

I am pleased to announce Ashlei Howell has joined Universal Mfg. Co. as our Marketing Specialist. She will be based at our Corporate office in Lincoln, NE.

Ashlei came directly from her own consulting firm, Goldilocks Marketing Solutions. She created and maintained websites using a variety of platforms, and created and redesigned manuals, ads and other marketing materials for a variety of industries. She also conducted market research and other analyses, as well as branding and re-branding. Upon the launch of her business, she landed a contract with Masport, Inc. As a result of her impact, Masport offered her a role as Administration & Marketing Officer in their Corporate office. In that role, she created many ads for *Pumper* and *Pro* national magazines. Her primary focus was refreshing an outdated brand image to appeal to their end users. Ashlei also held the Marketing Director role at Belmont Chiropractic Clinic prior to launching her own business. Among her achievements, she increased patient enrollment to the highest rate in seven years.

Ashlei grew up in Lincoln, Nebraska. She has a B.S. in Marketing Management and MBA with a Marketing Concentration from Bellevue University.

Ashlei brings a wide array of technical knowledge and marketing experiences to UMC. It was important for us to find a Marketing Specialist skilled in digital media, brand development and market research. I am confident Ashlei's background in all three of those platforms will support our company's growth through her marketing efforts.

Please join me in welcoming Ashlei to the UMC team!

Tom Hance