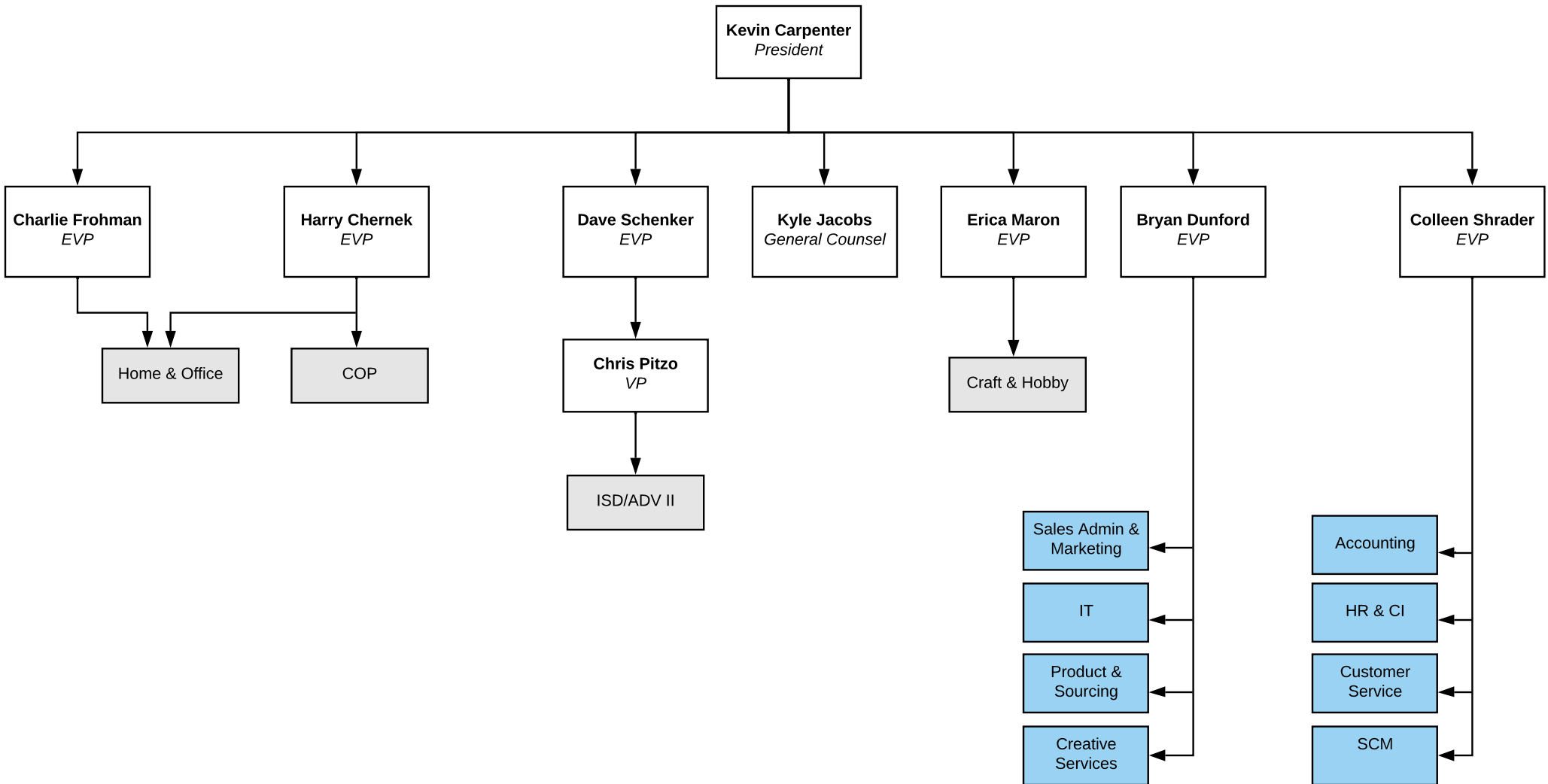


Org Chart | Executive



Responsibilities | Executive

Executive VP: Charlie Frohman

- Floating Luxuries, oversight of all manufacturing, sales and P&L.
- Freight and transportation negotiations and approval of all freight payments. This includes costing, terms, new vendor selection and overall responsibility for the relationships with the vendors. Included are all vendors handling forwarding, customs brokerage, LTL and FTL trucking, ocean transit, airfreight and all package carriers.
- Maintain high level relationships with overseas factory owners. This includes not only payment terms, price negotiations but also the general state of the relationships including visits to foreign factories and trade shows.
- Approve all vendor price increases for both finished goods and raw materials.
- Assist in any way needed with all of the GEM products production and other warehouse issues as needed (shipping/production).
- Assist with special logistical situations for all divisions including offsite warehouses and expedited shipping.

Executive VP: Harry Chernek

- Responsible for the overall management of the COP and Home & Office Divisions
 - P&L responsibility – work with team to maximize sales and reduce costs
 - Approve all pricing
 - Work with Sales on all customer programs, entitlements and rep commissions
 - Work with Business Managers and Departments to manage all projects within the COP and Home & Office Divisions
- Manage COP and Home & Office Divisions Sales Teams and Business Manager
- Manage acquisition opportunities for COP and Home & Office Divisions
- Manage the Sales Administration and Marketing departments (change over should be happening soon)

Executive VP: Bryan Dunford

- Support the company's efforts in compliance/legal, IT, product & sourcing, web services teams
- Work with outside designers on creative services, product development
- 2.0 project implementation
- Acquisition discovery, due diligence, and integrations.
- Support operations efforts, company goals, and metrics



Responsibilities | Executive

Executive VP: Erica Maron

- Responsible for the overall management of the Craft & Hobby Division
 - P&L responsibility – work with team to maximize sales and reduce costs
 - Approve all pricing for Craft & Hobby
 - Work with Sales on all program, entitlement and commission negotiations for Craft & Hobby
 - Work with Business Managers and Departments to manage all projects within the Craft & Hobby Division
- Manage C&H Sales Team, Creative Directors and Business Manager
- Manage any acquisition opportunities for Craft & Hobby

VP: Chris Pitzo

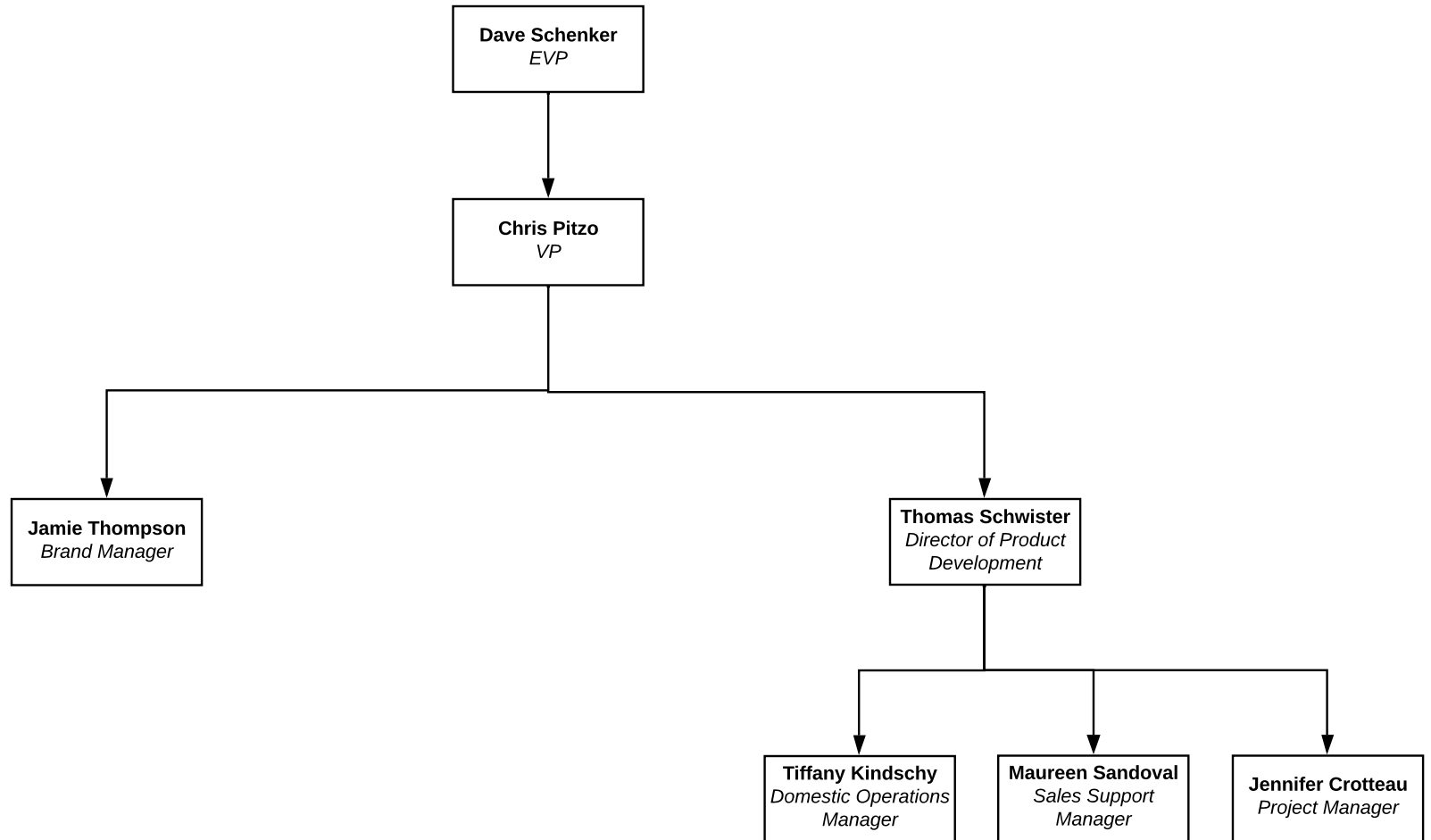
- Overall responsibility for the Business Development and Operations of the Advantus North division.

Executive VP: Dave Schenker

- Overall responsibility for the Advantus North division.

Executive VP: Colleen Shrader

- Oversee objectives of C/S, Accounting, HR, CI and SCM to support the growth of the organization
- Overall financial oversight (budgeting, taxes, audit, insurance)
- Streamlining operational processes, including ERP implementation

Org Chart | Advantus North & ADV II



Responsibilities | Advantus North & ADV II

Director of Product Development: Thomas Schwister

Development of new product forms and modifications on existing product forms. From concept stage to the end customer on time. Manages product and material sourcing to ensure competitive costs.

- Identify potential suppliers
- Manage prototype process
- Source all new products and ensure competitive costing
- Send Initial Specs and Item set up in QB for new products
- Manage Chinese factories to execute new product development, quality control and timely delivery for new product
- Manage new product from concept stage to the first production run
- Track production process on new items and arrange in depth QA
- Confirm testing on all new products
- Find back up and alternative suppliers
- Test different materials and manufacturing options to increase productivity and decrease overall costs.

Project Manager: Jennifer Crotteau

Initiating project planning, executing, monitoring and controlling existing forms for promotional programs and POG sets. Manages project timelines, QC and product rework to insure all products ship on time with quality to the end customer on time.

- Project management from sales Commitment to successful delivery to customers for POG Sets
- Project management from sales Commitment to successful delivery to customers for Promotions
- Work with DI purchasing to confirm all EDI project orders are correct.
- Support DI purchasing by communicating with the factories to insure product ships on time
- Communicate with factories to insure all processes meet the customer project specifications
- Work with compliance to insure factories are prepared and pass customer specifications for factory audits
- Manages Spot Inventory checks on new product inspections in the USA
- Manages QC issues with product and schedule international inspections
- Manages product rework
- Item Setup in Quickbase/Macola Empire
- Manages packaging and sample requests for current product forms

Sales Support Manager: Maureen Sandoval

Executes sales support for all pre-sales activities. Primary Support for all sales reps to win customer commitment on new product placement.

- Customer Sales forms
- Item number assignment
- Item set up on customer portals
- Sales reports, vendor set up and vendor agreements
- Graphic requests for sales presentations
- Sales presentations
- Manage the shipment of samples to support sales meetings
- Primary contact with customers (non decision makers)
- Informing Project/Product manager on sales proposals and presentations.

Updated: 5/16/2022



Responsibilities | Advantus North & ADV II

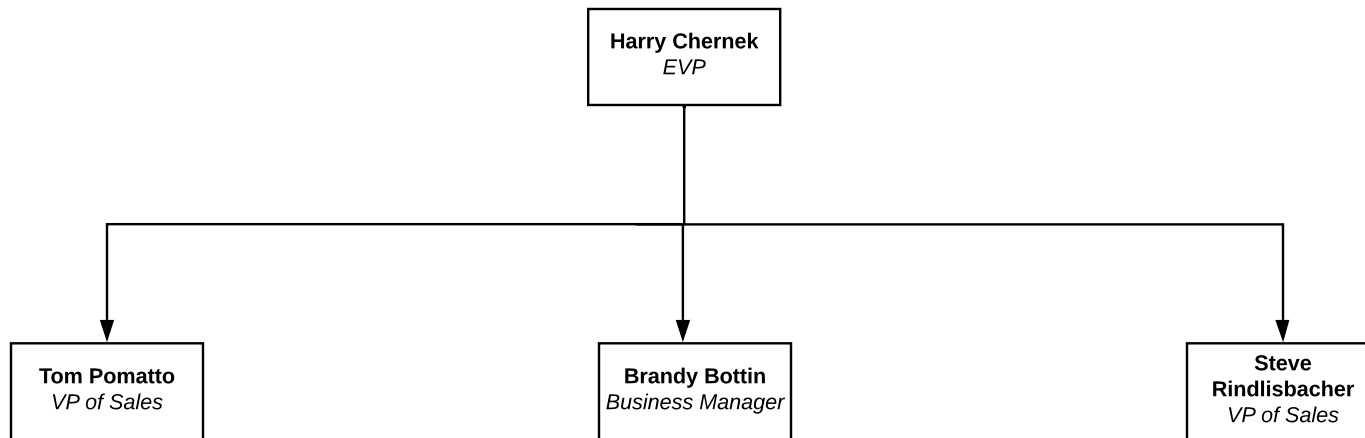
Domestic Operations Manager: Tiffany Kindschy

Manages customer orders to insure all orders are routed, fulfilled and shipped on time to customers. Manages Domestic factory's projects. Manages purchase orders to factories. In charge of product forecasts and domestic inventory.

- Manages PO to insure all customer orders are received and released on time
- Confirm orders with customers and insure sail dates are set up and executed on time
- Review and update forecasts
- Manage inventory levels
- Write purchase orders to factories
- Manage purchase orders from PO date to receiving product at the warehouse
- Communicate cost increases from factories to the product manager
- Manage domestic factories and projects

Brand Manager: Jamie Thompson

- Execute marketing initiatives for Thinkspace Brands/ ADVII
- Amazon account manager for ADVII
- Oversees day-to-day management of e-commerce websites to ensure best brand experience
- Tradeshow Design/ Execution
- Managing sales activities including POG lab set-ups, Sales & Marketing meetings/activities, and booths/events/tradeshows
- Photoshoot & Event Design and Execution
- Office Depot Private Brand Support- Design POGS, Product Development and Designs for new sets, executing events, etc.
- Liaison of new packaging requests from ADVII to ADV South and other graphics requests
- Management of various projects to ensure brand growth and initiatives

Org Chart | COP and Home & Office



Responsibilities | COP and Home & Office

VP of Sales: Tom Pomatto

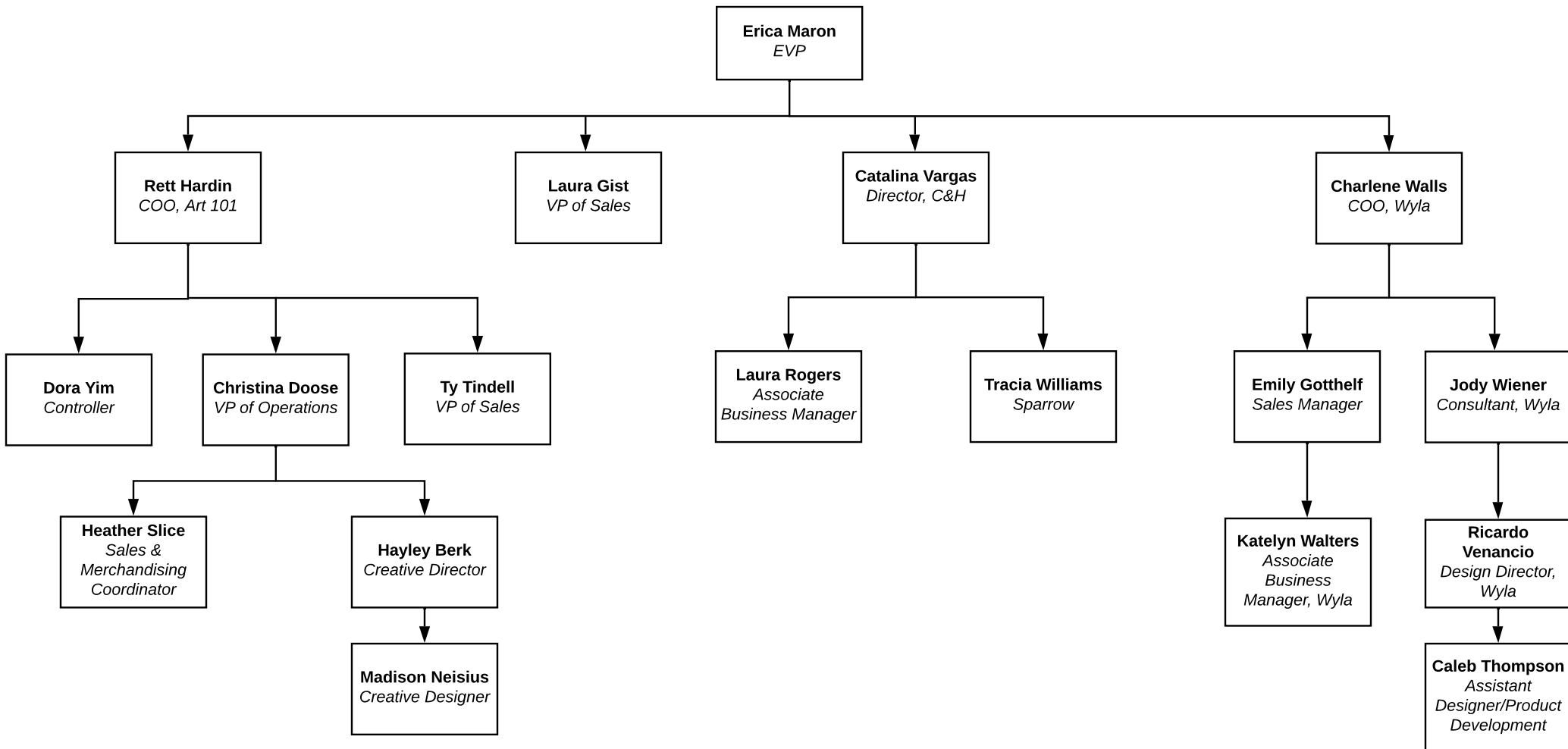
- Sales manager responsibility for the following:
 - Commercial Office Products
 - Essendant
 - SP Richards
 - Staples - contract division and non-Advantus North products for retail
 - Office Depot - contract division and non-Advantus North products for retail
 - Buying Groups
 - School Specialty
 - Other tier 2 COP accounts
 - Mercury Sports
 - Minor League baseball
 - Senior League baseball
 - PGA
 - Select College Bowl Games
 - Select Colleges

VP of Sales: Steve Rindlisbacher

- Sales manager responsibility for the following:
 - Bluelounge domestic customers except STaples, SP Richards, other COP accounts and the military Exchanges
 - Bluelounge international customers
 - Walmart - non C&H
 - Sam's - non-C&H
 - Other Mass Market accounts - non-C&H
 - Drug and Grocery channel accounts
 - Misc account needs

Business Manager: Brandy Bottin

- Assists divisional VP with new acquisitions, budgeting, costing and pricing
- Supports divisional sales team as needed
- Interfaces with all departments to manage special projects
- Works closely with Supply Chain Management and Product and Sourcing to ensure inventory levels are accurate and that product statuses are accurate
- Monitor excess inventory levels, identify possible resolutions for excess inventory problems and work with appropriate parties to resolve them

Org Chart | Craft & Hobby



Responsibilities | Craft & Hobby/Sulyn

VP of C&H Sales: Laura Gist

Sales manager responsibility for the following:

- All Craft & Hobby and Sulyn Products
- Walmart - C&H, Sulyn
- Target - C&H, Sulyn
- Michael's
- Joann's – all non-Wyla sales
- Hobby Lobby
- Tuesday Morning – All C&H, Sulyn and Wyla Closeouts and New Opportunities
- Distributors – Notions, Petersen Arne and Ranger
- Sam's Club - C&H, Sulyn

Tim Holtz

- Directs all new product design and development for Tim Holtz Idea-ology and Assemblage
- Attends all sales calls for Idea-ology and Assemblage
- Travels extensively, promoting his products through education/consumer events
- Manages social media for all Tim Holtz lines

Tracia Williams – Sparrow – Sulyn

- Directs all new product design and development for Sulyn
- Attends all Sulyn sales calls with Laura and prepares product presentations
- Manages factory base and new product sourcing for Sulyn, including travel to Asia
- Manages the Sparrow office
- Provides marketing support and tracking/spec information to Advantus

Melissa Janssen – Sparrow – Sulyn

Responsible for:

- New product costing, specs, presentations
- New item set up, NIF, factory info, product details
- Maintaining existing product info/details, item lists
- Conducting sales analysis of existing & new items & programs
- Sales reporting for new product development
- Attends sales meetings as needed



Responsibilities | Craft & Hobby/Sulyn

Director, C&H: Catalina Vargas

- Responsible for the overall management of the Craft & Hobby Division including day-to-day operations and decision-making to ensure the division runs smoothly
- Assist divisional VP with new acquisitions, budgeting, costing and pricing
- Monitor division profitability and identify ways to reduce unnecessary expenses
- Support divisional sales team and designers as needed
- Interfaces with all departments to manage special projects
- Work closely with Supply Chain Management and Product and Sourcing to ensure inventory levels are accurate and that product statuses are accurate
- Monitor excess inventory levels, identify possible resolutions for excess inventory problems and work with appropriate parties to resolve them

Associate Business Manager: Laura Rogers

- Oversees the C&H order process for special projects to ensure product is shipped in a timely and satisfactory manner
- Coordinates with operational divisions to ensure smooth and timely delivery of goods and shipments to customers
- Monitors POI for C&H customers and work with departments as needed to improve unacceptable scores
- Manages all C&H closeout initiatives
- Takes and distribute notes for all cross-functional meetings
- Works closely with Supply Chain Management and Product and Sourcing to ensure inventory levels are accurate and product statuses are accurate
- Run monthly and ad hoc reports for the division to review low selling items, month end fill rates, customer sales data, and special requests



Responsibilities | Craft & Hobby/Wyla

COO, Wyla: Charlene Walls

- Oversees all sales and product development for Wyla division
- Attends all sales calls for Wyla
- Works closely with Tom at Wyla Hangzhou to oversee factories and new product sourcing
- Travels internationally to conduct product sourcing, negotiations and quality control

Consultant, Wyla: Jody Wiener

- Attends sales calls and product development for Wyla division
- Travels internationally for product sourcing, negotiations and quality control

Design Director, Wyla: Ricardo Venancio

- Works in conjunction with Charlene and Jody on new product development
- Creates all new product and fabric designs
- Attends all Wyla sales calls for new products and puts together presentations for the meetings
- Travels internationally to assist with sourcing and quality control

Assistant Designer/Product Development: Caleb Thompson

- Work collaboratively with Design Director to provide creative and practical support
- Assist in market/trend research
- Coordinate and manage all sample requirements
- Create line sheets, fabric development books, fabric charts, trim charts and illustration boards

Sales Manager: Emily Gothelf

- Works in conjunction with Charlene, Jody and Ricardo on new sales opportunities
- Attends sales calls and meetings with Wyla team
- Assists in organizing new projects and analyzing pricing
- Assist in communication between all offices and departments including Wyla China for new sales opportunities and special projects

Associate Business Manager: Katelyn Walters

- Provides POS and sales order reporting on a regular basis, and pulls and organizes additional data upon request.
- Acts as a liaison between departments to ensure communication and processes are running efficiently.
- Maintains all Wyla pricing and customer dimension updates.
- Organizes and maintains all Wyla closeout data and initiatives.
- Oversees special projects within the division.
- Supports sales team as needed.



Responsibilities | Craft & Hobby/Wyla

Tom Zhou – Advantus - Wyla (Hangzhou)

- Oversees the management and day to day activities of the China office including
 - Tracking all current P. O.'s, shipments and documents
 - Coordinates testing with Advantus Compliance Department
 - Follows up with Mary and Sharon on any supplier issues
 - Assists Charlene with price negotiations with suppliers
- Oversees all government documents, cash and accounting records
- Works in conjunction with Advantus graphics on artwork, artwork approvals and printing

Mary Mao – Advantus - Wyla (Hangzhou)

- Responsible for sourcing, development, pricing and P. O. follow up of all finished products
- Oversees the Cosplay international website orders including issuing P. O.'s to the double and rolling factory and updating shipping information on the website

Sharon Zhang – Advantus - Wyla (Hangzhou)

- Responsible for sourcing, development, pricing and P. O. follow up on all fabrics

Lynne Xu – Advantus - Wyla (Hangzhou)

- Assistant to Tom, Mary and Sharon
- Updates spreadsheets
- Prints board end labels and carton labels



Responsibilities | Craft & Hobby/Art 101

COO, Art 101: Rett Hardin

- Oversee daily operations with finance and executives
- Oversees Sales & DM HK office operations
- Provide management to staff and leadership to the organization that aligns with the company's business plan and overall strategic vision.
- Responsible for setting challenging and realistic goals for growth, performance, and profitability
- Works with finance to review budgets and staffing

VP of Sales, National Accounts: Ty Tindell

- Sales Manager responsible for the following accounts:
 - Walmart USA
 - Walmart Canada
 - Target
 - Five Below
 - Ahold/GSS
 - Michael's
 - Staples
 - Office Depot
 - Calendar Holdings

VP of Operations: Christina Doose

- Responsible for the overall management of the Art 101 team including day-to-day operations
- Prepare quotes for customer meetings and source new product
- Support sales team and designers as needed
- Monitor inventory levels and identify shortages and inventory overage and works with sales team to find potential customers to sell excess inventory
- Interfaces with all departments to manage special projects

Controller: Dora Yim

- Assist COO in important financial decisions
- Prepare financial reports including financial forecasting, P&L statements, and margin analysis
- Ensures accounts payable are paid in a timely manner
- Ensures accounts receivable for Art 101 are collected promptly



Responsibilities | Craft & Hobby/Art 101

Creative Director: Hayley Berk

- Responsible for the management of Art 101 design team
- Lead product development
- Manage, assign, and monitor project task and deliverables
- Manage workload across customers and design team
- Direct art styling projects
- Source and quote new product
- Assist in design process
- Manage website and Art 101 social media
- Manage brand guideline and marketing collateral
- Write copy for product for online presence

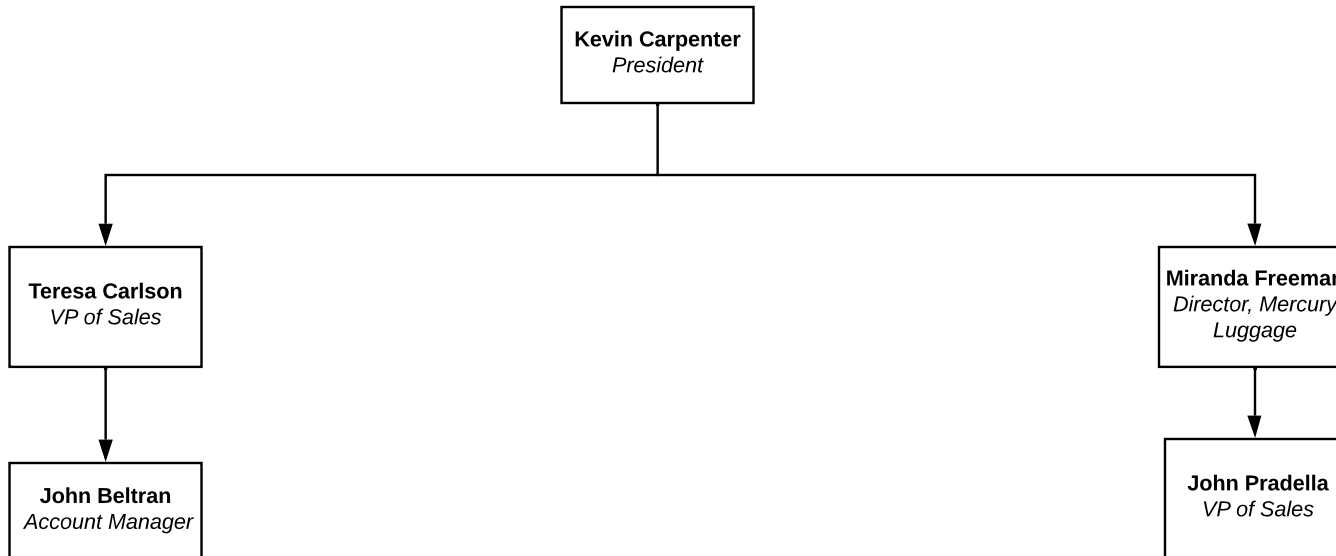
Creative Designer: Madison Neisius

- Complete project design tasks by assigned deadline
- Responsible for assisting in photographing and creating videography of product for packaging, social media and online presence
- Assist in product develop idea generation via online trend research and competitive shopping
- Contribute to brand guidelines

Sales & Merchandising Coordinator: Heather Slice

- Responsible for handling the day-to-day order processing including sending orders to 3PL warehouse, invoicing and submitting shipment notifications
- Analyze internal and external sales data and present to COO & VP of National Accounts
- Assist monitoring of inventory levels
- Manages customer service email and handles any inquiries made via email or telephone
- Collaborates on product development
- Supports sales team by creating presentations
- Handles Sales for the following customers:
 - Hobby Lobby
 - Popshelf/ Dollar General
 - 7thAvenue/Colony Brands
 - Kohls
 - Cracker Barrel
 - Burlington
 - The North West Company
 - Walgreens
 - Ross
 - Joann's
 - Tuesday Morning

Org Chart | Mercury Luggage





Responsibilities | Mercury Luggage

VP Sales: Teresa Carlson

- Responsible for sales in military and tactical channels. This includes the military Exchanges (AAFES, Nexcom, Marine Corps, and Coast Guard), Base Supply Stores, Military/Tactical oriented Retail accounts and Government contracting)
- Works closely with all Advantus departments to set forecasts, develop new items, create presentations based on individual customer needs, and help resolve daily issues
- Works with both Military command and individual store managers to increase business opportunities

VP Sales: John Pradella

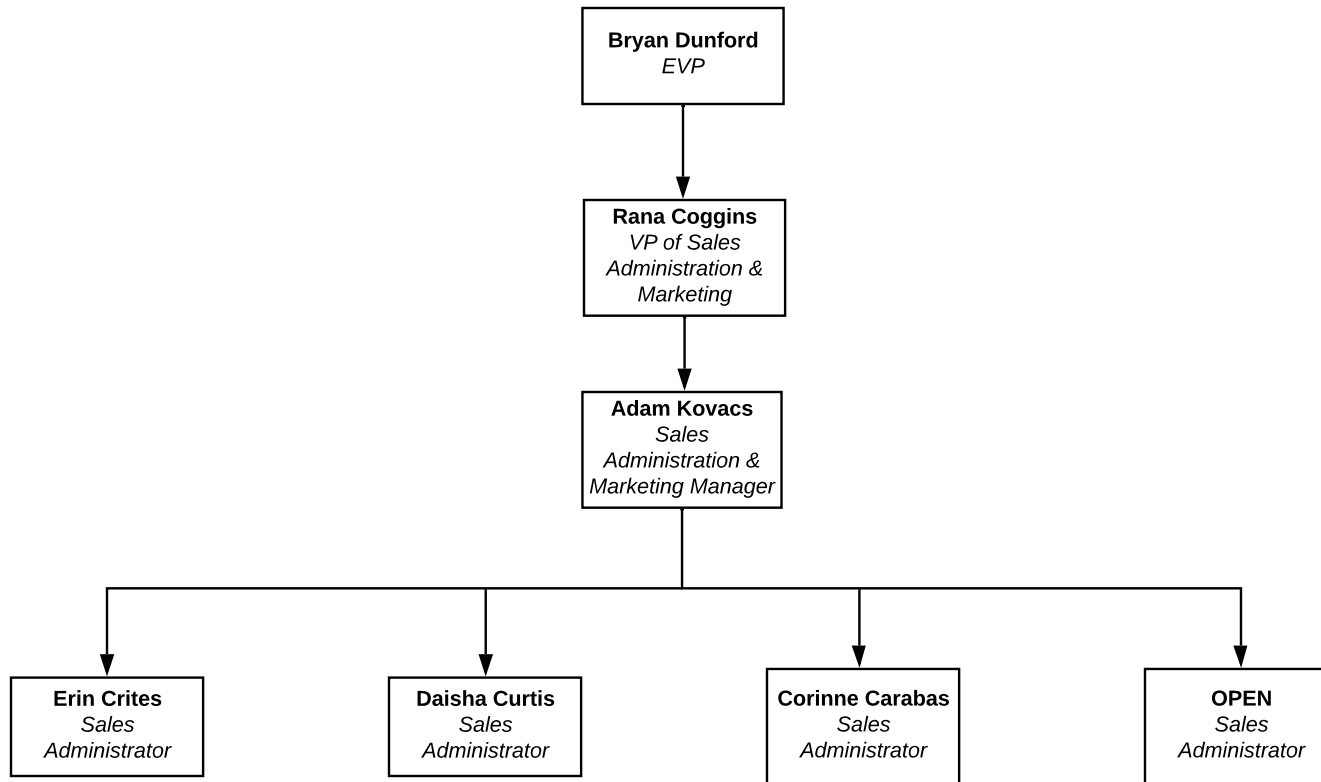
- Responsible for sales in sports and custom decoration channels.
- Develops new sales channels for existing sports channels.

Director, Mercury Luggage: Miranda Freeman

- Responsible for the overall management of the Mercury Luggage division including day-to-day operations and decision-making to ensure the division runs smoothly
- Assist new acquisitions, budgeting, costing and pricing
- Monitor division profitability and identify ways to reduce unnecessary expenses
- Support divisional sales team and designers as needed
- Interfaces with all departments to manage special projects
- Work closely with Supply Chain Management and Product and Sourcing to ensure inventory levels are accurate and that product statuses are accurate
- Monitor excess inventory levels, identify possible resolutions for excess inventory problems and work with appropriate parties to resolve them

Associate Business Manager: John Beltran

- Manages national military and tactical retail accounts, such as Military Luggage Company, US Patriot, and Optics Planet, as well as Base Supply Center accounts, outside military retail accounts, and online Military business, including National Guard and Military logo
- Responsible for government contract business
- Interfaces between the customer and all relevant Advantus departments to ensure the highest level of customer service

Org Chart | Sales Administration & Marketing



Responsibilities | Sales Administration & Marketing

VP of Sales Administration & Marketing: Rana Coggins

- Manages Graphics & Web Services Manager and Sales Administrator & Marketing Manager
- Prepares all major/key account presentations including POG layouts, supporting research, and PowerPoint presentations
- Provide direction for all product content, marketing materials, digital efforts, product packaging, and merchandising strategies
- Oversees all B2B and B2C ecommerce initiatives including amazon.com and Advantus owned websites

Sales Administration & Marketing Manager: Adam Kovacs

- Manager Sales Admin staff
- Oversees all pricing matters
- Oversees the execution of all tradeshow activities
- Oversees digital and social media marketing efforts and reporting (B2B and B2C) including amazon.com and Advantus owned websites

Sales Administrator (C&H division including Tim Holtz, Wyla, Sulyn and Storage Studios): Daisha Curtis

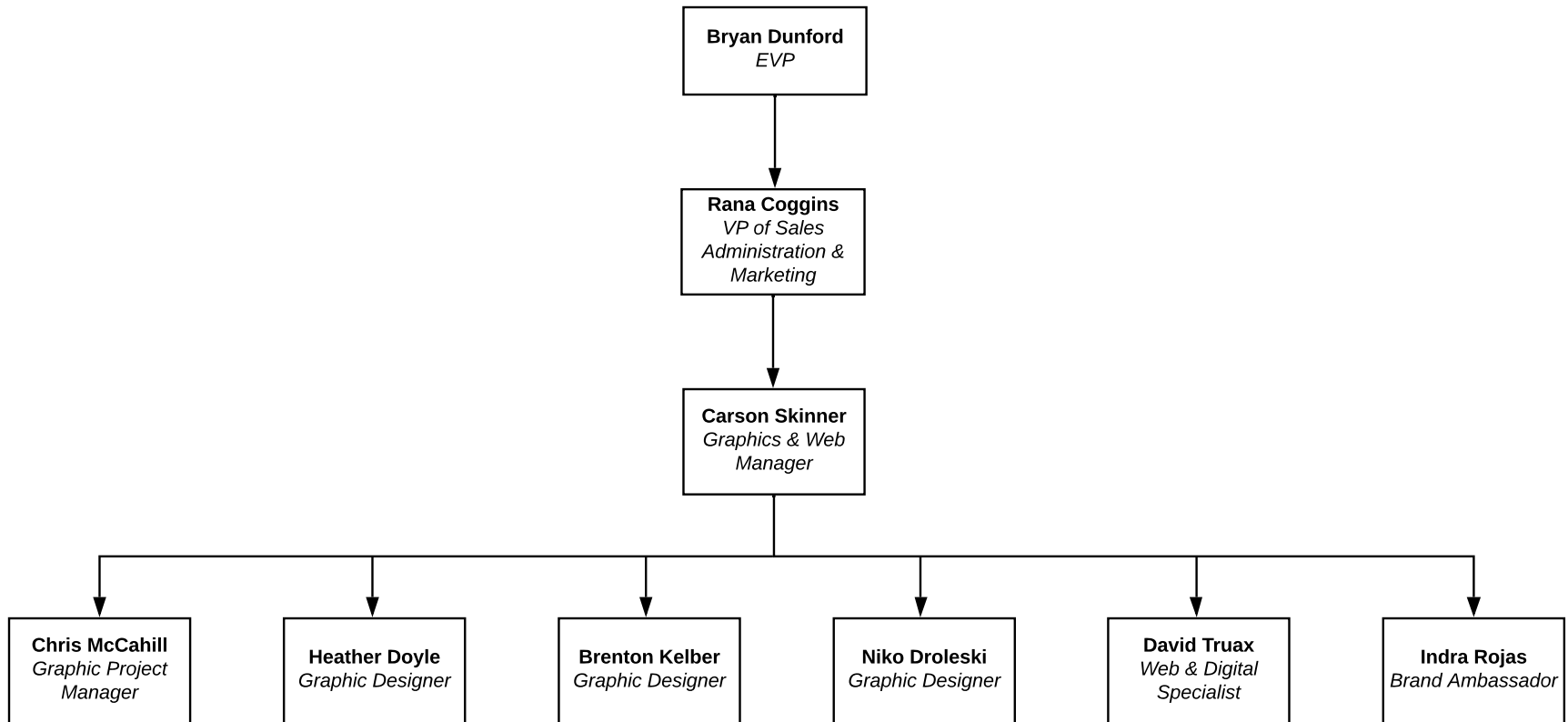
- Enters and maintains all customer type and customer specific pricing for C&H accounts, including handling price variances
- Executes all logistical elements for tradeshows (craft and hobby division), including all registration and show services, travel, samples, shipping
- Completes customer new item set forms which are submitted via spreadsheet or portal
- Ships samples and other marketing materials to support sales efforts including sales meetings, POG layouts and events

Sales Administrator (Mercury/Seward division): Corinne Carabas

- Enters and maintains all customer type and customer specific pricing for Mercury accounts, including handling price variances
- Completes customer new item set forms which are submitted via spreadsheet or portal
- Executes all logistical elements for tradeshows including all registration and show services, travel, samples, shipping
- Ships samples and other marketing materials to support sales efforts including sales meetings, POG layouts and events

Sales Administrator (COP division): Erin Crites

- Enters and maintains all customer type and customer specific pricing for COP and office mass market accounts, including handling price variances
- Compiles and creates all catalog review presentation materials, including sell sheets, POS data, proof pages, proposal sheets, samples and any other requested marketing content
- Completes customer new item set forms which are submitted via spreadsheet or portal
- Ships samples and other marketing materials to support sales efforts including sales meetings, POG layouts and events

Org Chart | Graphics & Web



Responsibilities | Graphics & Web

Graphics, Web, & Digital Manager: Carson Skinner

- Manages Graphics staff and Web & Digital Specialist
- Traffic manager for all graphics, web, social, and email projects/tasks
- Oversees execution of photo and video shoots
- Manages all domain and hosting contracts/renewals

Graphics Project Manager: Chris McCahill

- Graphics trainer on new processes and/or software updates
- Run lead on assigned large/complex graphics related projects
- Creates product packaging, POG renderings, mock-ups, signage design, sales sheets and literature/catalogs
- Acts as primary designer for Tim Holtz and Mercury Tactical Gear

Graphic Designer: Brenton Kelber

- Serves as primary in-house photographer & videographer
- Creates product packaging, POG renderings, mock-ups, signage design, sales sheets and literature/catalogs
- Acts as main contact for Mercury Luggage Custom/ASI proof sheets

Graphic Designer: Heather Doyle

- Creates product packaging, POG renderings, mock-ups, signage design, sales sheets and literature/catalogs
- Acts as primary designer for Advantus II brands (including Thinkspace, See Jane Work, Paw Prints, Super Stackers, Silhouette and Fusion brands) and Floating Luxuries

Graphic Designer: Niko Droleski

- Serves as primary in-house video editor
- Creates product packaging, POG renderings, mock-ups, signage design, sales sheets and literature/catalogs
- Graphics overflow or production designer

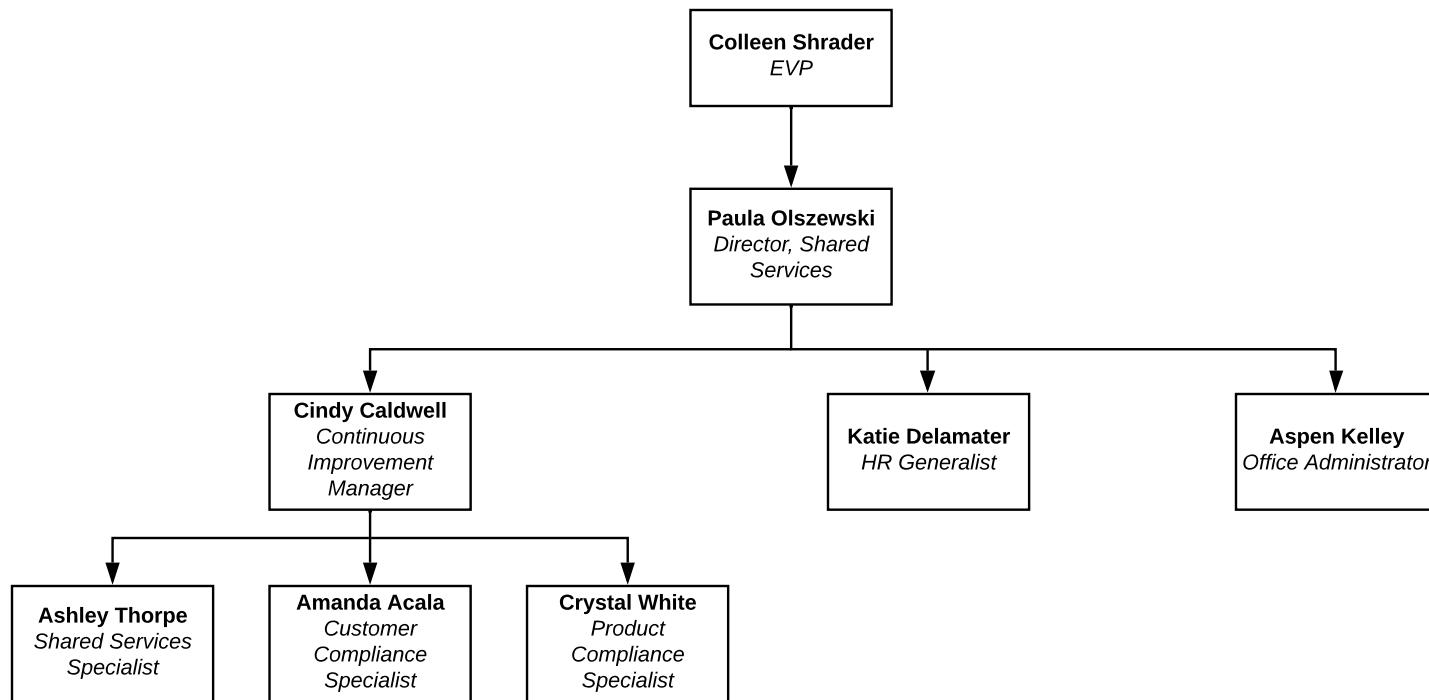
Cosplay Fabrics Brand Ambassador/Community Manager: Indra Rojas

- Handles social media for Cosplay Fabrics brand
- Attends Cosplay Fabrics tradeshows as a brand representative/ambassador
- Acts as advisor and consultant to Cosplay Fabrics develop team

Web & Digital Specialist: David Truax

- Develop, maintain, customize, and enhance Advantus owned websites
- Create and distribute all email/digital Marketing campaigns
- Create content, post and respond to all social media channels for Mercury Tactical, Mercury Luggage, Seward, Bluelounge, Shop Advantus and Floating Luxuries

Updated: 5/16/2022

Org Chart | HR & Continuous Improvement



Responsibilities | HR & Continuous Improvement

Director, Shared Services: Paula Olszewski

- Oversee HR Generalist, Continuous Improvement Manager, Customer Service Manager and Office Administrator
- Sets objectives for the HR, CI, C/S team and tracks progress through monitoring metrics
- Develops and implements company policy
- Recruits professional-level roles

HR Generalist: Katie Delamater

- Facilitates WH recruiting - both direct and temp to perm
- Manages temp labor pool
- Implements new hire onboarding process, and processes related paperwork
- Manages company safety initiatives; drafts and implements Safety documentation
- Supports training and development initiatives company-wide

Office Administrator: Aspen Kelley

- Prepare and edit correspondence, communications, presentations and other documents for internal and external distribution.
- Conduct research, collect and analyze data to prepare reports and documents
- Arrange and co-ordinate meetings and events
- Manage office maintenance and supplies
- Assist General Counsel as requested

Continuous Improvement Manager:Cindy Caldwell

- Manage and coordinate acquisition integration
- Work with other departments to identify and eliminate unnecessary complexities within processes
- Monitor and assign identified continuous improvement projects to staff within the department
- Work with all managers and staff to coach, counsel and train a Continuous Improvement culture
- Implement and monitor Advantus Professional Development program

Customer Compliance Specialist:Amanda Acala

- Tracks, investigates and responds to customer related fines
- Collects and maintains routing information for Advantus customers
- Manages the Picker Certification and Dock Certification programs and compliance QC audits at the facilities
- Project manager for assigned continuous improvement projects

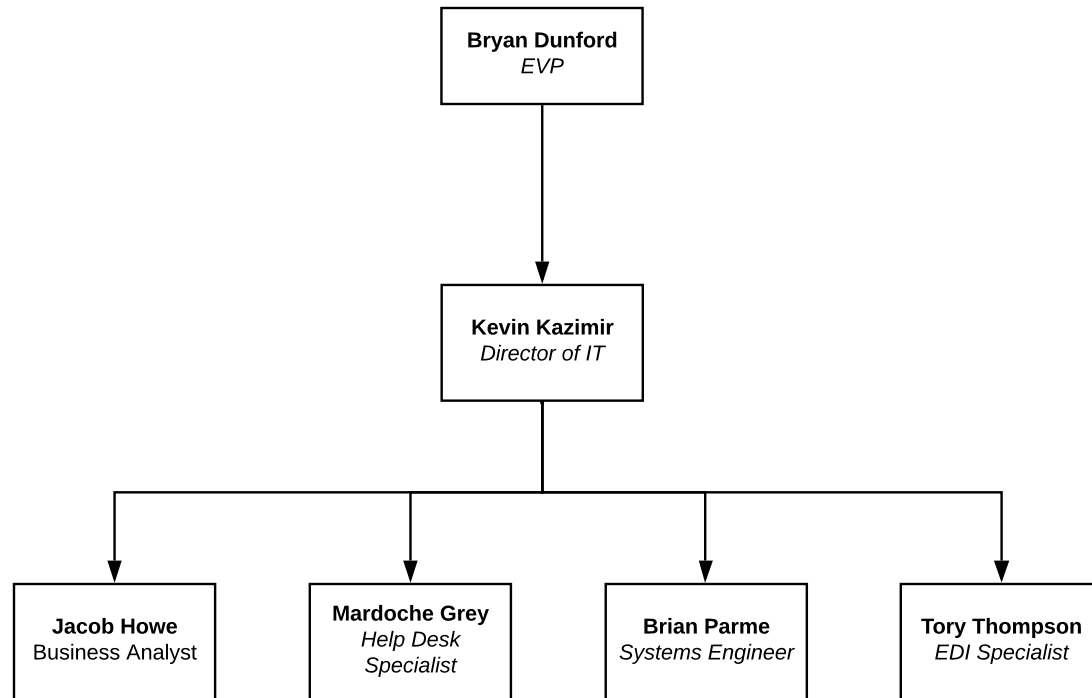
Product Compliance Specialist:Crystal White

- Initiates, tracks and evaluates results of all company product testing and required factory audits
- Tracks, maintains and ensures proper updating of regulatory requirements
- Project manager for assigned continuous improvement projects

Shared Services Specialist:Ashley Thorpe

- Assists other departments by learning the foundation of the processes to provide day-to-day support when needed
- Project manager for assigned continuous improvement projects

Updated: 5/16/2022

Org Chart | IT



Responsibilities | IT

Director of IT: Kevin Kazimir

- Manages IT department staff and collaborates with the team to define department metrics and a vision that aligns with the company's goals and objectives
- Establishes and monitors department budget
- Reviews and assigns support tickets to available IT resource(s)
- Assists with the development of new programs, reports, and software integrations
- Evaluates IT-related service contracts, outside vendors, programs, and best practices

Systems Engineer: Brian Parme

- Oversee the daily performance of computer systems and network infrastructure.
- Actively maintain and address the company's backup and disaster recovery process
- Propose and implement enhancements to the organization's network and systems architecture
- Collaborate with the IT Manager by engaging with external vendors and acting as an influencer in the decision making process around new systems
- Answer user inquiries regarding computer software or hardware operation to resolve problems.

Help Desk Specialist: Mardoche Grey

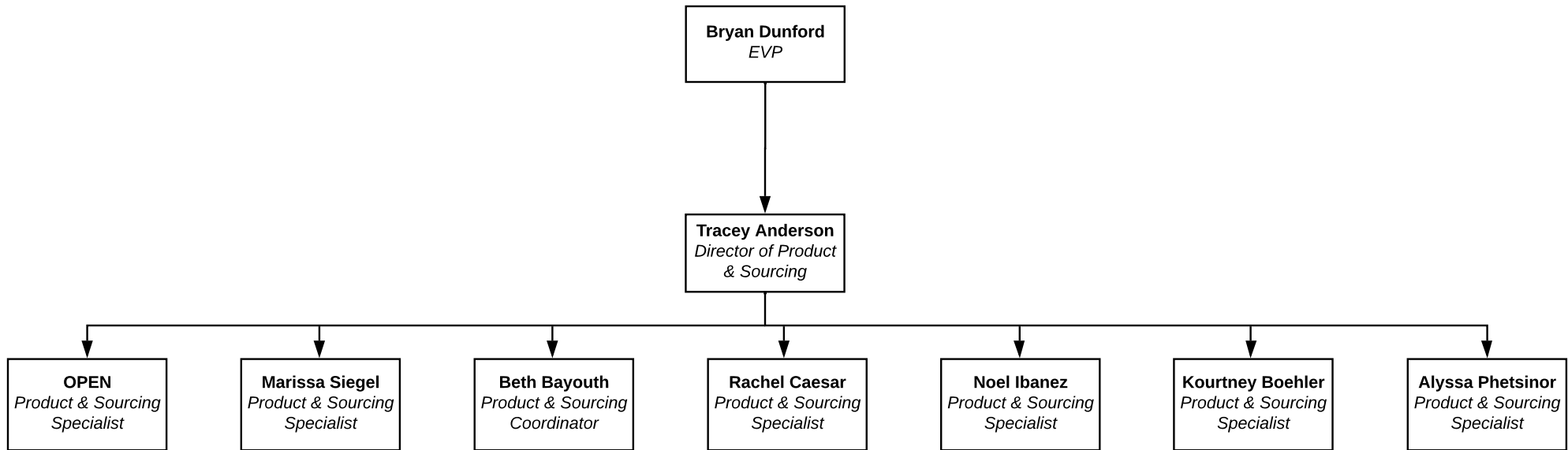
- Act as "Tier 1" technical support for most technical issues while empowering users to solve their own issues as much as possible.
- Purchase and set up equipment for employee use
- Function as the technical expert on staff around the organization's VoIP telephone system (Mitel)
- Develops basic reports, workflows, and alerts for business users using SQL and SSRS
- Serve as backup to the EDI Specialist when he or she is out of the office

EDI Specialist: Tory Thompson

- Monitors and processes EDI (Fixes errors on inbound/outbound documents, Installs and test new EDI setups, Works with customers to ensure timely flow of EDI documents)
- Collaborates with the IT Manager and other department managers on ways to eliminate EDI fines
- Develops basic reports, workflows, and alerts for business users using SQL and SSRS
- Handles Help Desk tickets related to end user desktop setup and configuration

Business Analyst: Jacob Howe

- Understands the differing technological needs of the organization's users at its corporate office versus the needs of the warehouse
- Possess the capability and flexibility to do root cause analysis across a wide variety of hardware and software platforms
- Manages the process around the acquisition and maintenance of warehouse IT hardware (scan guns, mobile printers, etc.)
- Actively listens, observes, and interviews users throughout the organization on the challenges they face around the use of technology and propose solutions to address or alleviate those challenges
- Assists warehouse operations with issues around their use of IT resources

Org Chart | Product & Sourcing



Responsibilities | Product & Sourcing

Director of Product & Sourcing: Tracey Anderson

- Oversees day-to-day operations of Jax Product & Sourcing department, including budgets, cost savings, reviews, training, and employee development.
- Responsible for developing and implementing departmental policies and procedures to ensure accuracy while streamlining existing processes for added efficiencies.
- Manages Tim Holtz Idea-ology and Assemblage product lines throughout the product lifecycle. Includes brainstorming with Tim to create new products, sourcing products, managing the item set up and closeout process, and working with Graphics/Sales/Marketing to distribute info.

Product & Sourcing Specialist: Kourtney Boehler

- Manages Bluelounge and most COP product lines, including ID/Security, throughout the product lifecycle. Includes working with the business manager and creative services to create new products, sourcing products, managing the item set up and closeout process, and working with Graphics/Sales/Marketing to distribute info.

Product & Sourcing Specialist: Alyssa Phetsinor

- Manages Seward Trunk, Artistic, and Storage Studios product lines throughout the product lifecycle. Includes working with the business manager and creative services to create new products, sourcing products, managing the item set up and closeout process, and working with Graphics/Sales/Marketing to distribute info.

Product & Sourcing Specialist: Rachel Caesar

- Oversees Sulyn project management (NIFs, product set up, and initial orders) and manages COP lines, such as Read Right, Reference Materials, and McGill throughout the product lifecycle.

Product & Sourcing Specialist: Marissa Siegel

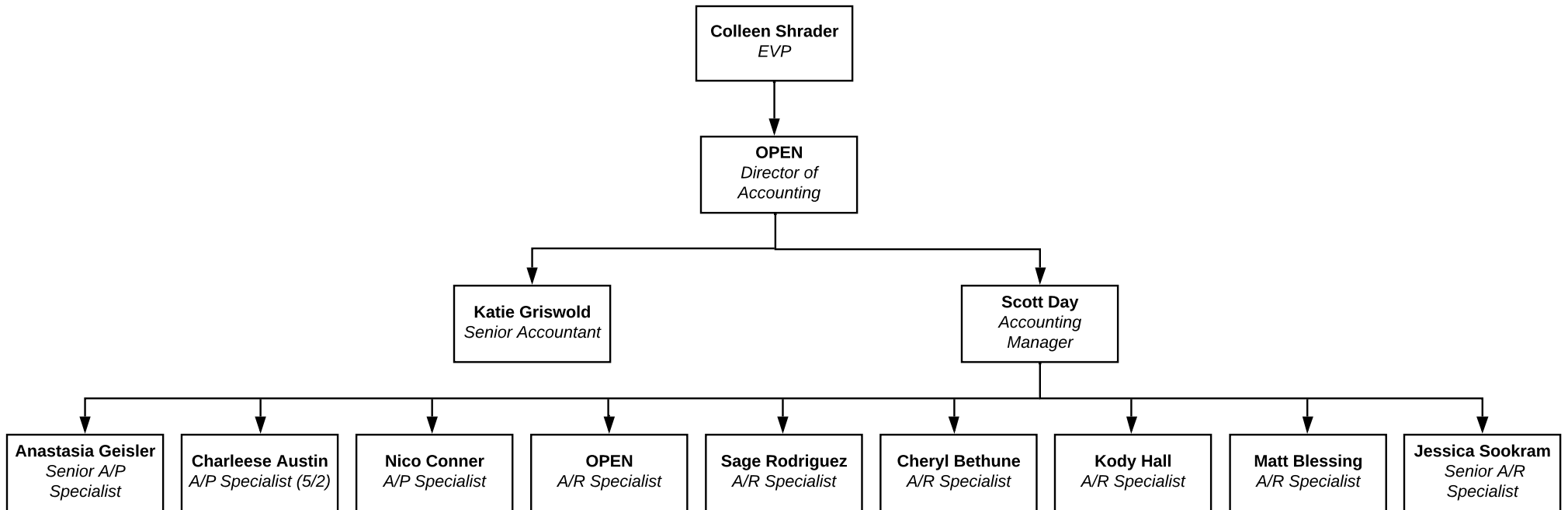
- Manages Mercury Luggage, Mercury Tactical Gear, and Hopkins lines throughout the product lifecycle. Includes working with the business manager and creative services to create new products, sourcing products, managing the item set up and closeout process, and working with Graphics/Sales/Marketing to distribute info.

Product & Sourcing Specialist: Noel Ibanez

- Oversees Wyla project management (NIFs, product set up, and initial orders) throughout the product lifecycle.

Product & Sourcing Coordinator: Beth Bayouth

- Handles all departmental non-revenue generating but still essential operations, such as reconciling POs, shipping packages, receiving non-inventory POs, and acting as the out-of-office contact for the department.

Org Chart | Accounting



Responsibilities | Accounting

Accounting Manager: Scott Day

- Manages accounts receivable, accounts payable and related general ledger activity.
- Oversees Accounting's responsibilities for direct import.

Senior Accountant: Katie Griswold

- Prepares and publishes Advantus financials
- Prepares budgets and manages budget timelines
- Advertising and rebates tracking
- Handles audits and tax return preparation

Accounts Receivable Specialists: Jess Sookram, Kody Hall, Sage Rodriguez, Matt Blessing, Cheryl Bethune

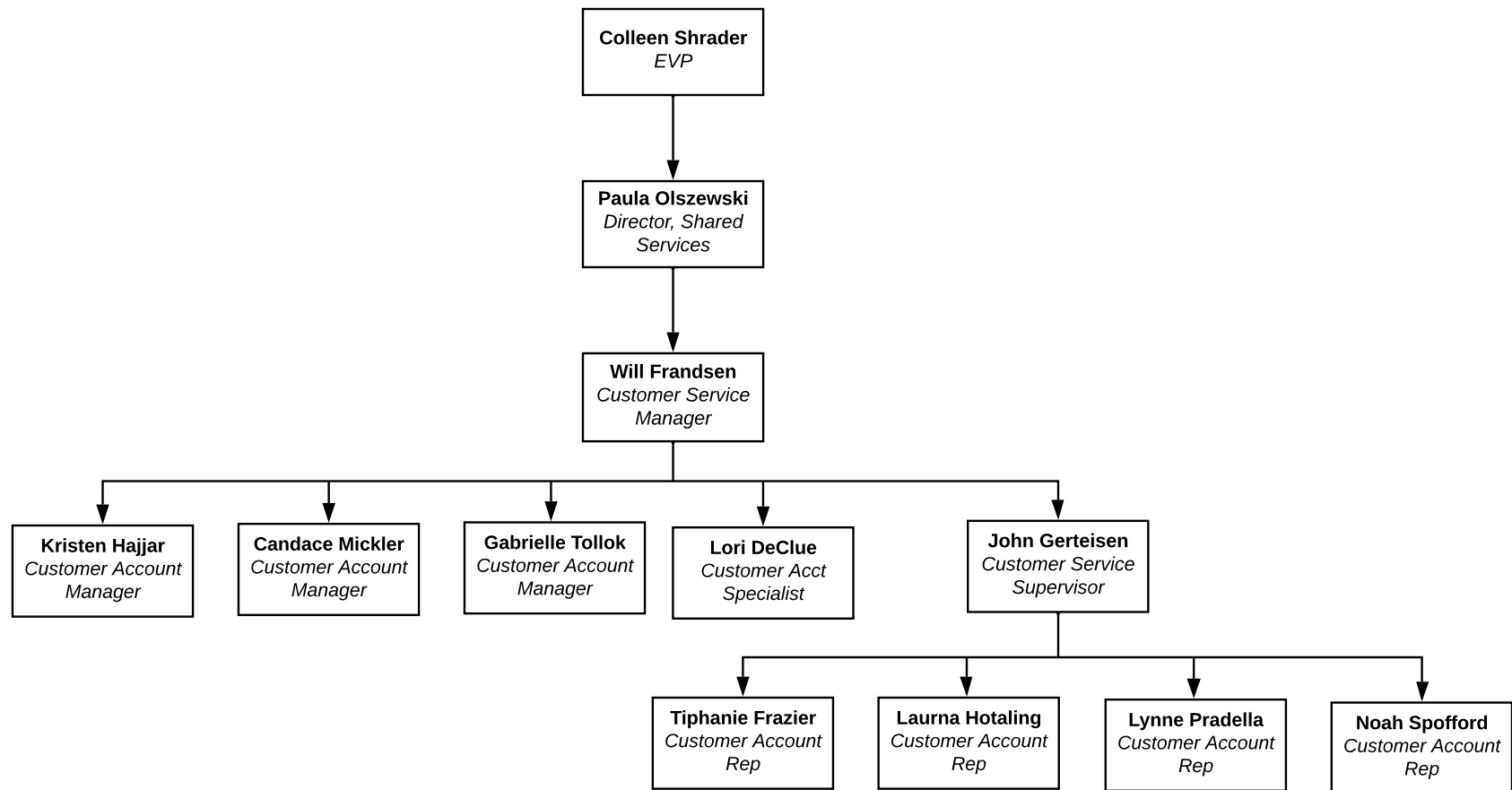
- Collect from past due customers
- Process payments from customers
- Issue credits for returns and invoice corrections
- Process credit applications

Accounts Payable Specialists: Anastasia Geisler, Nico Conner

Responsible for receiving, verifying, reconciling and processing of invoices for payment to domestic or international vendors

- Perform vendor setup and maintain vendor files
- Code and log checks received at the corporate office and submit to Accounts Receivable for processing

Org Chart | Customer Service





Responsibilities | Customer Service

Customer Service Manager: Will Frandsen

- Ensure department meets goals and objectives and provides necessary resources to do so.
- Works with upper management as accounts and policies are implemented and updated.
- Streamline and implement processes, procedures and efficiencies.

Customer Service Supervisor: John Gerteisen

- Ensures day-to-day processes and responsibilities are being adhered to.
- Responsible for overseeing the day-to-day workflow of the department including the distribution of departmental e-mails and faxes.
- Handle and resolve elevated customer complaints, issues, needs, etc.

Customer Account Manager: Kristen Hajjar

- - Customer Account Manager for 46WLM.
- - Processes Direct Ship/ISD/ADVII orders.
- - Handles various other key accounts.

Customer Account Manager: Candace Mickler

- Customer Account Manager for all Military Exchange accounts. (AAFES, AAFES-12, Navy, Marines and Coast Guard)
- Works close with VP of Sales and other dept contacts to make sure all customer needs are met for the military accounts.
- Handles inquiries and orders across divisions.

Customer Account Manager: Gabby Tollok

- C&H Customer Account Manager for Joann's and Meijer.
- Works with all parties involved in the processing/releasing of 46JOAW orders.
- Handles additional key accounts.

Customer Account Specialist: Lori Declue

- Primary focus on Sports and Custom Decoration accounts.
- Manages database of files/logos and works with customers on updates/changes.
- Handles key accounts across various divisions.



Responsibilities | Customer Service

Customer Account Rep: Laurna Hotaling

- Primarily handles COP key accounts.
- Works with various C&H customers and helps with C&H Show releases.
- Key contact for all COP buying groups.

Customer Account Rep: Lynne Pradella

- Monitors and handles the ML/ST dropship account orders/inquiries along with most of ADV's E-com accounts. (10+ key accounts)
- Handles a majority of the ML/ST retail key accounts and various other key accounts across divisions.
- Works with various C&H customers and helps with C&H Show releases

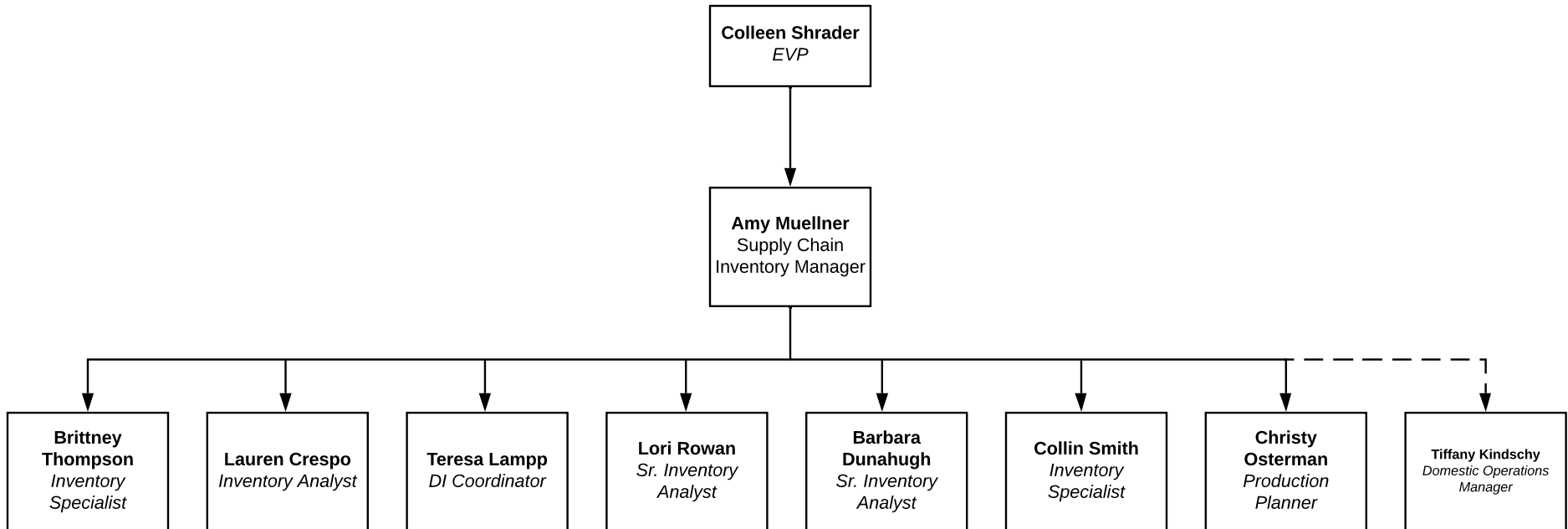
Customer Account Rep: Tiphonie Frazier

- Handles all Bluelounge International key accounts.
- Handles multiple other key accounts across most divisions including JOA, ESS & Amazon.
- Handles a variety of customer orders and inquiries.

Customer Account Rep: Noah Spofford

- Primarily handles COP key accounts.
- Handles a variety of orders and inquiries across divisions.
- Handles various other key accounts.

Org Chart | Supply Chain Management





Responsibilities | Supply Chain Management

Supply Chain Manager: Amy Muellner

- Oversees day to day operations of SCM – including inventory, logistics, reviews, and employee development
- Manages all SCM Analysts and Coordinators

Sr. Inventory Analyst: Lori Rowan

- Manages Tim Holtz, Suyln, and Cropper Hopper product lines
 - This includes reviewing forecasts, placing purchase orders with suppliers, creating internal work orders, working with Product & Sourcing to ensure all system data is up to date

Production Planner: Christy Osterman

- Manages 12th Street Production and Seward Trunk product lines
 - This includes reviewing forecasts, placing purchase orders with suppliers, creating internal work orders, managing production schedules and working with Product & Sourcing to ensure all system data is up to date

Sr. Inventory Analyst: Barbara Dunahugh

- Manages Wyla and Mercury Luggage product lines
 - This includes reviewing forecasts, placing purchase orders with suppliers, creating internal work orders, working with Product & Sourcing to ensure all system data is up to date

Inventory Analyst: Lauren Crespo

- Manages Commercial Office Products product lines
 - This includes reviewing forecasts, placing purchase orders with suppliers, creating internal work orders, working with Product & Sourcing to ensure all system data is up to date

Direct Import Coordinator: Teresa Lampp

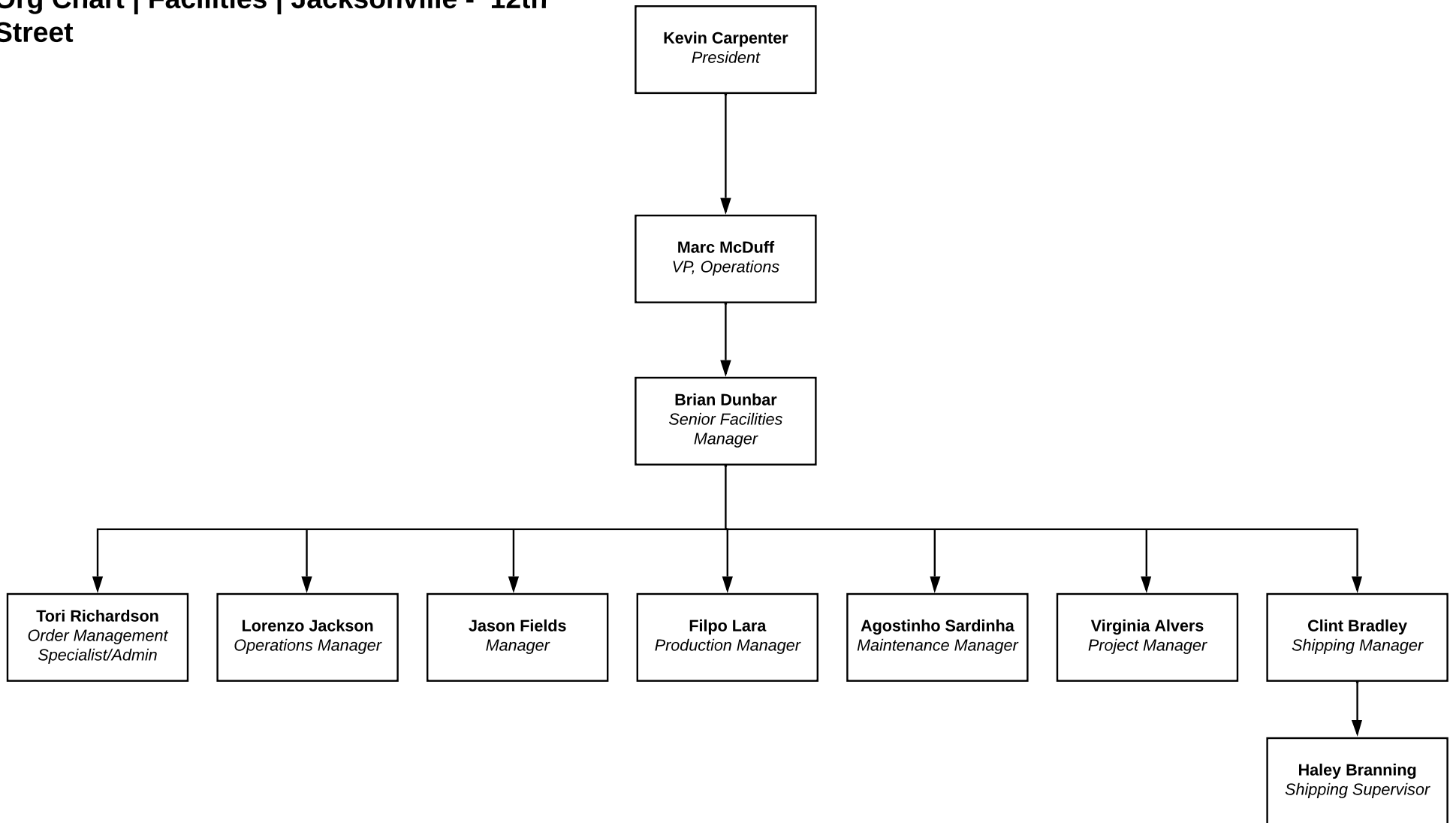
- Manages all Direct Import orders (orders not shipping from an Advantus' location) as well as the Blue Lounge product line
 - This includes reviewing forecasts, placing purchase orders with suppliers, creating internal work orders, working with Product & Sourcing to ensure all system data is up to date and working with Accounting to ensure all paperwork and terms are acceptable

Supply Chain Coordinator: Collin Smith

- Supports the Inventory Analysts for all of C&H as well as Mercury Luggage product lines
 - This includes handling all logistics, system reminders, and ad hoc administrative tasks

Supply Chain Coordinator: Brittney Thompson

- Supports the Inventory Analysts for all of Commercial Office Products, 12th Street, Floating Luxuries and Seward Trunk
 - This includes handling all logistics, system reminders, and ad hoc administrative tasks

Org Chart | Facilities | Jacksonville - 12th Street



Responsibilities | Facilities | Jacksonville - 12th Street

Shipping Manager: Clint Bradley / Jason Fields

- Manages Order Pickers and Shipping Associates at 12th Street location
- Oversees Order Management Specialist at 12th Street.
- Plans, directs, and coordinates order picker and dock operations.
- Reviews current and forecasted orders to estimate peak delivery periods and issue work assignments.
- Works with Customer Service to assist in resolving issues related to order fulfillment and shipping.

Operations Manager: Lorenzo Jackson

- Manages cycle counters, reach drivers, and receiving associates.
- Oversees receiving and inventory control of all finished goods and raw materials.
- Ensures accurate tracking, movement and storage of goods and materials in support of the production and order fulfillment.

Facilities & Maintenance Manager: Agostinho Sardinha

- Oversee facilities and maintenance for all locations.
- Fabricates new equipment as needed.
- Assists in oversight of Production at 12th Street

Production Manager: Filpo Lara

- Supervises the activities of workers engaged in production of products or materials.
- Coordinates improvements to production efficiency.
- Works with leads to schedule day to day operations.

Shipping Supervisor: Haley Branning

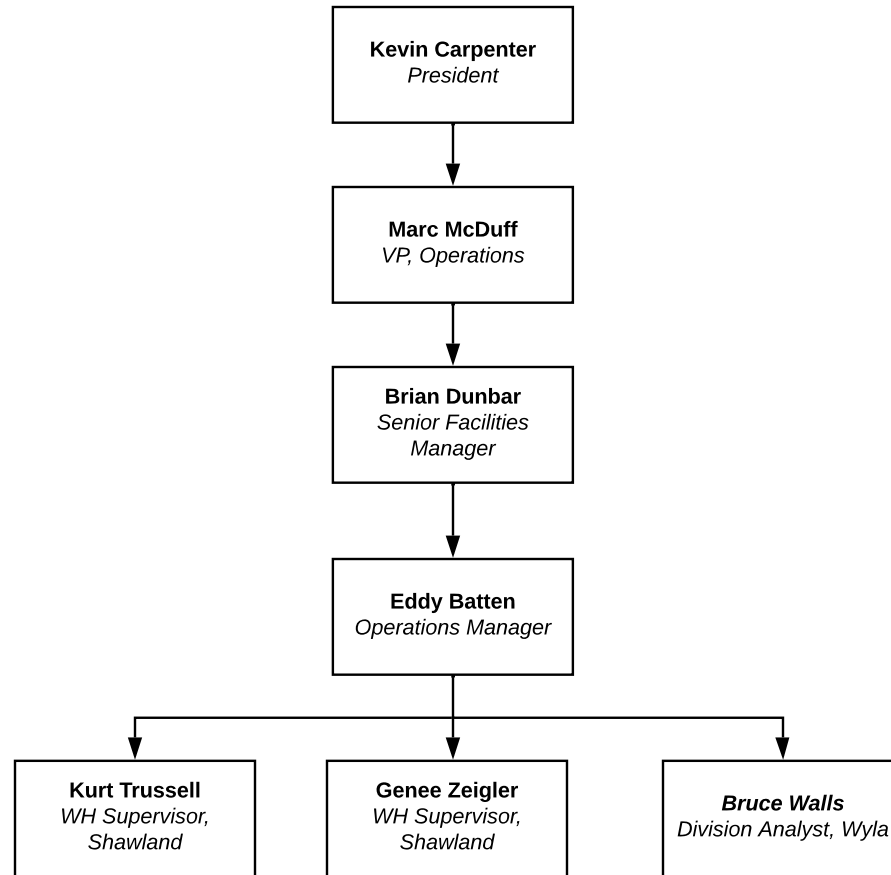
- Manages, directs, and organizes orders and pickers for 12th Street Shipping.
- Monitors productivity and implements changes as needed
- Oversees order management functions of the dept.

Project Manager: Virginia Alvers

- Analyze network and warehouse operations, including performance and productivity data, error rates and their root causes.
- Analyze reports to identify operational issues.
- Conduct ad hoc analyses on specific areas of the operation.

WH Administrative Assistant: Tori Richardson

- Provide administrative support for the management team.
- Processes Direct Ship and other order management functions
- Assist in projects as assigned.

Org Chart | Facilities | Jacksonville - Shawland Road



Responsibilities | Facilities | Jacksonville - Shawland

Operations Manager: Eddy Batten

- Oversees Receiving, Inventory Control and Shipping of Shawland facility
- Manages Shipping Supervisor & Warehouse Supervisor

Shipping Supervisor: Kurt Trussell

- Management of Shawland Mercury order fulfilment.
- Inbound Container Receiving and management of inventory auditing and putaway.
- Oversee movement of sports decoration items between SHW and the embroiderer / silkscreen vendors.
- ADP time card approval for Shawland/Mercury dept.
- Scheduling appropriate shifts to meet daily shipping objectives.
- Manage Cycle counting inventory.

Warehouse Supervisor: Genee Zeigler

- Management of order fulfilment for the Wyla Product line.
- Inbound container receiving and management of inventory auditing and putaway.
- Oversee order management and routing of Wyla product line.
- Management Wyla production line.
- ADP time approval for WYLA/Shawland dept.
- Scheduling appropriate shifts to meet daily shipping objectives.
- Manage Cycle counting inventory.

Warehouse Lead: Jose Fontanez

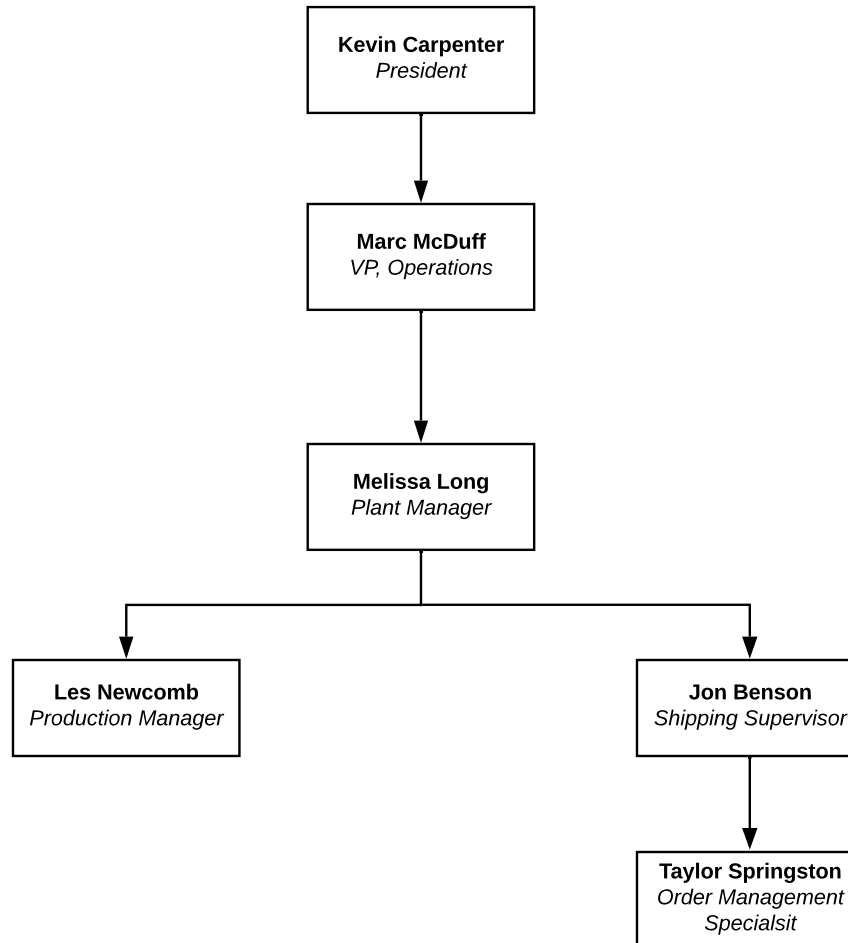
- Daily order processing for Shawland Mercury LTL and small pack shipping.
- Assisting supervisor managing the returns process .

Order Management Specialist: Scott Ludlow

- Manages, directs, and organizes orders for Shawland Shipping.
- Coordinates release of customer orders that ensure compliance and increases puller productivity.

Division Analyst, Wyla: Bruce Walls

- Review fill rates for Division customers and work with responsible departments to improve.
- Monitor Division open orders on a daily basis. Work with Customer Service to resolve any issues that may prevent customer orders from flowing through the system to shipment and billing.
- Track shipments as needed to verify timely delivery. Work with other departments to ensure customer requirements are met and commitments are kept.

Org Chart | Facilities | Petersburg



Responsibilities | Facilities | Petersburg

Plant Manager: Melissa Long

- Oversees facility operation.
- Manages Production Manager, Shipping Supervisor and Maintenance.
- Project work; samples.
- Handles personnel issues, complaints
- Implements Union contract specifications

Production Manager: Les Newcomb

- Oversees Production lines.
- Manages raw material inventory, including vinyl, glue and wood
- Oversees machine maintenance.

Warehouse Supervisor: Jon Benson

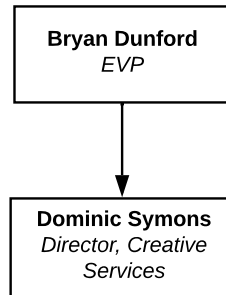
- Oversees Shipping, Receiving
- Manages finished product inventory, hardware and supplies.

Order Management Specialist: Taylor Springston

- Manages, directs, and organizes orders for Shawland Shipping.
- Coordinates release of customer orders that ensure compliance and increases puller productivity.



Responsibilities | Creative Services



Creative Services - New branding concepts, including packaging, logos and style guides for product launches or re-branding, or product designs

- Dominic Symons
 - Product, branding, and packaging design services