

# ASSOCIATE NEWS

**LEADPOINT**   
High Performance Work Teams.

## LET'S GROW TOGETHER

Spring is a time of new beginnings and renewed energy. At Leadpoint, we want to use this energy to further grow our business and create opportunities for our people. The best way to achieve this is through delivering exceptional service to our current customers. We grow when customers refer us to others because they are happy with the quality and performance of our work. This growth provides opportunities for our people and ensures the long-term success of the company.

Think about the products, people and services you refer to your friends and family. Likely, they are brands or organizations you feel are high quality, people you have strong relationships with, people and products you trust. The highest compliment Leadpoint can receive from a customer is a referral.

Everyone on the Leadpoint team plays an important role in creating and maintaining meaningful relationships with customers. You are critical to our success and we want to ensure you have the right tools to do your job. What can we do to help you feel better equipped in your role and meet the expectations of our customers? Give some thought to the type of support and resources you need and share your ideas with your supervisor.



Let's spring into action this season and focus on the things we can do every day to make a positive impact. Your commitment to your team, Leadpoint and our customers does not go unnoticed. Thank you for making Leadpoint a trusted partner to so many.

**Frank Ramirez, CEO & President**

## CELEBRATING A DECADE AT PIONEER RECYCLING TACOMA

We'd like to recognize four associates at Pioneer Recycling Tacoma on 10 years with Leadpoint – **Pablo Sotelo, Alvina Gomez Reyes, Maria Martinez Rosas and Antonia Diaz**. Hired together in April 2013, they continue to support and work alongside each other today. Congratulations on this service milestone. Thank you for the time and dedication you have given Leadpoint.

*Not pictured: Maria Martinez Rosas*



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## OUR NEW CUSTOMER DASHBOARD

Last month, Leadpoint launched a new data analytics tool to customers – our Customer Dashboard. The Dashboard was designed based on feedback from our current customers and will help us engage with clients by providing a snapshot of how we are performing. Customers will be able to view important business information including weekly fill rates, labor costs and recruiting data for their site(s).



We are excited for the opportunities the Dashboard will bring Leadpoint when communicating with clients and meeting performance objectives.

## SAFETY FOCUS: THE A-B-Cs OF SAFETY

Safety is something every Leadpoint associate thinks about every day on the job. This simple A-B-C model can help you stay safe.



### A – Activate Your Brain

Stay alert and always THINK ABOUT SAFETY. Our daily safety meetings, incentive programs, stretching routines and 1:1 coaching help.

### B – Be Aware of Hazards

You're taught about the routine hazards you're likely to face on the job. Your manager and co-workers are also counting on you to be aware and report unsafe conditions and unsafe actions right away. That's part of the LiveSafe philosophy: "If you see something, say something."

### C – Control Hazards

There are many ways to control hazards at work. Leadpoint provides job-specific training to help you understand the hazards you face in your specific role. You have Stop Work Authority and can call a "time out" when you see a problem. Always wear your PPE. Your team and Leadpoint's customer will work with you to fix problems and change processes to reduce risk.

Have you mastered your safety A-B-Cs?

## MEET OUR ONSITE MANAGER: BRIAN WATSON, ALBUQUERQUE



Brian's motto is the saying, "Never give up, never surrender." He believes that if you don't give up, you won't have to surrender, and that you will keep moving forward in all areas of your life. Brian's moved around throughout his career and never backed down from a challenge as he took on roles working on power lines, then in oil fields and cement production before landing at Leadpoint.

Brian is a people person and connects with his team in a hands-on way. "When I started at the MRF, I spent my first days on the job on the sort line with the crew," he said. "I sorted with them, dumped trash, cleaned the floors, jumped in the screens, and let them know I'm not afraid to get dirty. It let the team know I was with them, and that made me feel like one of the team, too."

Never giving up also means never disrespecting the team or the work. "If you show respect, you'll get respect back in return," he said.

Brian has been a great leader at our Albuquerque site and living his motto. Alongside his team, he has worked with the customer to exceed staffing expectations. He has recently been challenged to move from two shifts to one shift. "Brian was up for the challenge. He works hard and does what is required to get the job done and keep the customer satisfied," said Len Christopher, Leadpoint's Chief Operating Officer.

Brian says his team is made up of hard workers. He knows they are committed to putting in their time at the MRF, but that family comes first. He tells them, "Go after your dreams and your ambitions." And of course, "Never give up."

## A VALENTINE'S DAY GATHERING

Our St. Petersburg team recently celebrated Valentine's Day with a cookout. Yamilet Soto, the St. Petersburg Onsite Manager, works with the client to plan monthly gatherings to recognize their associates and celebrate birthdays. This was the first year they organized a Valentine's themed event.

"My favorite part is bringing everyone together. The gatherings allow me to spend quality time with the team and express appreciation for their hard work," Yamilet shared.



For the gathering the client cooked Philly cheesesteaks and Laura Hearle, the second shift line lead, was instrumental in planning and organizing associate goodie bags that included snacks and candy.



About 60 people attended the cookout including associates from both the first and second shift, as well as the client with their employees.

What a fun way to enjoy the holiday - being together, recognizing hard work, and of course, enjoying great food!

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