

# THE LINK

## A Letter from the CEO

We are in the middle of the busiest time of year for the SourceLink team. Quality Assurance is important and should be a focus for us every single day. During this busy time frame, it is easy to want to cut some corners. However, we must all spend the extra time to ensure every single thing we produce is of the highest quality and exceeds our client's expectations. This is a part of everyone's job!

We still have some work to do but it looks like 2019 is going to be a solid year for us. We continue to throw a lot at you and you continue to respond. As we look into the future, the strategic vision will remain the same – we are a vertically focused, omni-channel, solutions-focused Marketing Services Agency. This concept will continue to drive our structuring and investing decisions.

The integration of Path Interactive continues to be a big success for both teams. This capability is something our clients have been asking us for. The Path team is bringing the digital strategy and thought leadership that exceeds their expectations. We already have multiple engagements in process and many more teed up. This will continue to be a significant growth engine for SourceLink.

Open enrollment season is approaching. The management team has worked hard to hold down healthcare insurance costs. We may have some modest increases next year but we should be able to continue to provide very affordable healthcare insurance to our team members.

This time of year also brings the budgeting process. Please do your part to help the management team put together the best possible plans to exceed our client and team member expectations.

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Thanks to everyone on the SourceLink and Path teams for their efforts and hard work that goes into making us a successful and growing company!

*– Don Landrum*

Chief Executive Officer, SourceLink



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**QUESTIONS?**

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## SourceLink Cares

This fall, SourceLink facilities have supported several causes:

- A few members of the Greenville team partnered with the United Way for "Hands On Greenville". They handed out school supplies to children in the community. Greenville also partnered with ScanSource and the Greenville County Sheriff's Office to provide funds to purchase new winter coats that will be distributed directly to children in need at local schools.
- On October 10th, Madison had a Pink Day where employees dressed in pink to support breast cancer awareness month. For Veteran's Day, Madison collected 35 coats plus several blankets, hats and scarves for the veterans in their community. The items were donated to the VA program "Health Care for Homeless Veterans".
- Chicago participated in a Candy for the Troops event and collected Halloween candy to donate to "Operation Gratitude".

Thanks so much to all the teams for giving and supporting these efforts.

### Upcoming Charitable Efforts:

- November 1 to 29, Greenville is hosting a food drive for the Salvation Army Food Pantry. Non-perishable food can be brought to the break room during this time. In December, Greenville will also be collecting items for the Miracle Hill Boys Home as the 2018 efforts were a huge success.
- During November, the Chicago office will be holding a canned food drive to share the Thanksgiving spirit with their community.
- Path is supporting the Annual New York Cares Coat Drive to ensure that fewer New Yorkers go without a coat during the winter. They'll start collecting items around the end of this month.

Stay tuned for more details from your local SourceLink Cares for future charitable events.



## 2019 Milestone Anniversaries

We would like to recognize everyone who celebrated a milestone anniversary this year.

### 35 Years

Don Landrum

### 25 Years

Greg Hamby  
Michael Anthony  
Dwayne Cook

### 20 Years

Maria Young  
Keith Chadwell  
James Riggins  
Zeric Johnson  
Paul Yost  
Stevent Watkins

### 15 Years

Dustin Moore  
Janett Guzman  
Lakeisha Green  
Thomas Uhrig  
Holli Campbell  
Patrick Hunter

### 10 Years

Craig Baker  
Ashley Walker  
Michael Smith  
Toni Moore  
Robert King

### 5 Years

Stephen Streibel  
Deonna North  
Kenneth Henderson  
Zebadiah Blackwell  
Bianca Denlinger  
Jesse Dierking  
Aaron Williams  
Kirsten Clear  
Rhonda Lytton  
Maria Dennis  
Gustavo Perez  
Charlene Susanto  
Latasha Archie  
Keldrick Ross  
Jordan Dierking  
Jonathan Sutton

## HR Corner

By Elizabeth Semmler, Corporate HR Director

Wellness and Tobacco Forms need to be submitted to Wellworks no later than November 30, 2019, for physical and tobacco credits for 2020! You must be on one of SourceLink's BCBS plans to be eligible for the physical and tobacco credits. Log into **WellworksForYou** ([www.wellworksforyoulogin.com](http://www.wellworksforyoulogin.com)) to verify your forms have been received.

Open Enrollment for the 2020 Benefit Plan Year is now active on the ADP portal. Elections must be made within ADP by Friday, November 22 at midnight.

**Wellworks** For You

## SourceLink and Path: Halloween Fun

Madison, Greenville, and New York celebrated the holiday with decorations, costumes, and contests.



## Caught in the Act Q3 Winner – Martha Lofton

By Mike Holloway, Marketing Database Coordinator

The Caught in the Act winner for Q3, Martha, has been doing great work at SourceLink Madison for the past 7 years in the Data Services Department. Martha is always eager to help. Her favorite part about working at SourceLink is the variety of tasks she can be involved in and the people she gets to work with.

When not working hard at SourceLink, Martha's working hard at home and supporting her two teenagers at their sporting events. During her down time, she enjoys photography, watching crime shows, and reading the Bible. Martha also enjoys traveling. The mountains of Tennessee are her favorite places to go for extended trips, but the food and music of New Orleans can always draw her in for a quick getaway.

Martha's motto is "In a world with high demands sometimes we forget everyone is fighting a battle... be kind." We at SourceLink couldn't agree more!

To quote one of the many Caught in the Act nominations Martha has received, "Martha is always on top of her jobs that she's working on. She, very often, is able to turn things as quickly and accurately as possible, which makes my job a ton easier. Thanks, Martha!" With praise like that, it's no wonder Martha is our Caught in the Act winner for Q3.



*Martha and her family:  
husband Chandler,  
daughter Kaleigh, and son Kole.*



**Is there a SourceLink employee that has really stood out to you and gone above and beyond?  
Make sure to go on [sourcelink.com/CITA](http://sourcelink.com/CITA) to nominate your co-workers  
to make sure your colleagues' good deeds get noticed!**

## Congratulations to all of the SourceLink Team Members "Caught in the Act" in July-September!

### Chicago, IL

Berta Leyderman  
Brad Campbell  
Don Bottelsen  
Frank Zamarripa  
Grace Zhang  
Igor Manolenko  
Jay Huang  
Petia Sabeva  
Timothy Mercier

Jarrett Creswell  
Jeff Garner  
Jessica Martin  
Jessica Scruggs  
Lauren Curry  
Lezlie Wright  
Roy Yates  
Tabatha Stephens  
Tonya Hillyer  
Tracy Alberti

Randy Beaver  
Rick Norman  
Sydney Andrews  
Teresa Menhel  
Terry Smith  
Victoria Peloquin  
Zeb Blackwell



### Greenville, SC

Amber Ricker  
Ashley Henry  
Brandon Livingston  
Brian Beckrich  
Brittany Kellogg  
Carlos Walton  
Chad Havrilla  
Chase Hendley  
Chris Finley  
Chrissy Carter  
Cindy Galloway  
Courtney Pannebaker  
Craig Baker  
Craig Hyams  
Crystal Taylor  
Diana (Brooke) Ellis  
Elisabeth Aquilano  
Eric Green  
Fernando Delgado  
Gabriel Planas  
Harrison Finney  
Holli Campbell

### Madison, MS

Amy Gilmer  
Amy Kostos  
Bill White  
Cameron Smith  
Christine Morrison  
Clayton Perdue  
Dawn Macke  
Denise Hart  
James Nolen  
James Stampley  
Jason Carr  
Jim Collette  
Kim Houpt  
Kimberly Glover  
Latasha Archie  
Laura Antoon  
Lisa Jefferson  
Maria Young  
Martha Lofton  
Metria Gibson  
Mike Moeckel  
Miranda Mott  
Phatia Manuel

### Miamisburg, OH

Allison Venable  
Andrea Seiser  
Caroline Henry  
Chris Marcott  
Dave Fields  
Dustin Moore  
Jose Lobo  
Kim Fox  
Kirsten Clear  
Mariah Gould  
Nikki Denlinger  
Sherri Richardson  
Steve Thomas  
Wes Mast

### Remote

Allen Fowler  
Anita Black  
Gabriela Guerrero  
Kathrine Wells  
Marianne Pilling  
Mark Petersen  
Ron Wood  
Scott Cook  
Tom Crusham