

## WE ARE BLOC

Bloc focuses on giving our customers a creative alternative to modern-day furniture. Our customizable modular furniture consists of varying sizes of blocks made from recycled plastic. Whether a person is designing or redesigning their space, we provide the tools for them to exercise their creative abilities. Bloc also exhibits our social responsibility through our partnership with Habitat for Humanity. Bloc is able to assist those whose lives have been affected by natural disasters or poverty by rebuilding their lives through rebuilding their homes.

**Mission:** Our customizable modular furniture empowers individuals to break the mold of traditional design and redefine what it means to start over.



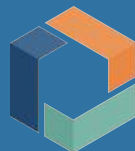
## LEADERSHIP TRAINING DAY

South Pasadena High School's Virtual Enterprise program hosted a leadership training day entitled *Learners Today, Leaders Tomorrow* on Thursday, October 5. After a networking breakfast and welcoming introduction, more than 300 students from 17 schools attended a variety of seminars with topics ranging from giving effective elevator pitches to designing company newsletters. Led by experts in their respective fields, these workshops focused on audience involvement. Students were encouraged to exercise skills required in areas of business.

Some of the most popular workshops included *Mindful Leadership*, hosted by Ms. Julie Giulioni, where students learned how to incorporate observations of employees' mental health into their leadership strategies to maximize productivity. Also notable was Pat McNally's *Building and Presenting a Business Case*, in which students were encouraged to interact with each other, sharing and evaluating business plans. These, however, are only two of a vast series of seminars that successfully bred initiative and management skills in the students that attended this year's leadership training.

1401 Fremont Avenue  
South Pasadena, CA 91030  
Fax: (626)441-5825  
Phone: (626)441-5820 ext. 2513  
Website: [vei-bloc.com](http://vei-bloc.com)  
Email: [bloc.ca@veinternational.org](mailto:bloc.ca@veinternational.org)  
Editor: Madeleine Wong

## UPCOMING IN THIS NEWSLETTER



**EMPLOYEE OF THE MONTH  
CEO PROFILE  
HABITAT FOR HUMANITY**

## Arroyo Vista Marketplace



Arroyo Vista, a South Pasadena elementary school, hosted their second annual marketplace event. Kindergarteners to 5th graders were given the opportunity to sell their products that they created. Before students brought their product to life, Bloc employees hosted workshops to walk students through the process of naming, branding, and choosing a logo. The presentations were broken up further by department to demonstrate that there would be start-up costs and pricing involved as well. After the presentations, students applied what they learned to their very own product and presented to parents and teachers. Popular items sold were slime and air plants. This marketplace gave the kids at Arroyo Vista an opportunity to explore the business world at a young age and learn something that isn't normally taught in a classroom. Bloc looks forward to working with the other local elementary schools to introduce entrepreneurship to the youth of South Pasadena.

## EMPLOYEE OF THE MONTH: LUCAS HALBERG

Lucas is a current junior at SPHS and an Operations Specialist in Bloc. This is his first year in the Virtual Enterprise program and he pitched the idea of Bloc with fellow junior, Jack Campbell.

### Q&A



Q: What do you think of the work environment within Bloc?

A: Working in Bloc is enjoyable because the returning members are accepting to those newer to Virtual Enterprise.

Q: What is the biggest challenge you have faced?

A: Operations works on contracts and I have found that the most difficult part is reading through the legal materials.

Q: What has been your favorite part of Virtual Enterprise?

A: I like the collaboration within Operations when writing contracts, contacting manufactures, and researching recycled plastics.

Q: What are you looking forward to?

A: I'm excited to attend my first trade fair and see what other companies have been working on as well as showcase what Bloc has accomplished.

## Kate Ba: CEO Profile

Senior Kate Ba was previously involved in Business Plan and served as a Graphic Designer during her junior year. She has learned how to communicate the company's brand through visual elements like the catalog and also served as the Team Lead in the Sustainable Business Plan competition. As the Virtual Business club secretary, Kate organized behind-the-scenes aspects of hosting events and coordinating fundraisers. This experience prepared her to become CEO of this year's Varsity Virtual Business Team.

Kate enjoys the fun and unique product that Bloc sells and feels like many members of the team are genuinely excited and passionate about the company. As CEO, most of her work is focusing on the company trajectory and vision. With the Board of Directors, she determined Bloc's goals for the year, including excellence at competitions and overall cordial company environment.

Outside of Virtual Business, Kate enjoys painting and drawing at art studios and playing board games. She is also the ASB Commissioner of Academics and is regularly involved with many academic centered events. Her main goal for Bloc is to do well at competitions. This also ties into company morale, because when members of Bloc win, everyone feels a strong sense of pride and accomplishment. "Kate is hardworking and driven, but it is not rare to catch her having fun and joking around with her fellow Bloc employees," said Vice President of Human Resources Katie Chabot.



Kate Ba  
17 years old  
Senior  
Pursuing a college  
education in business

## WHAT IS MODULAR FURNITURE?

Modular furniture is composed of standardized units and allows people to customize their living spaces without limitations. Our product enables our customers to build anything they want, giving them complete creative control. Individuals never have to settle for furniture below their standards, and they can always modify their living space by taking apart their furniture and building a new creation.

## FEATURED PRODUCT: BLOC'S SMALL PACKAGE

The small package includes 15 *Blocks* and 10 *Toppers* in sleek, vivid, and slate colored sets. With this package, customers can build items such as stools, chairs, nightstands, and other compact objects. The small package is perfect for students living in dorms or individuals living in small apartments. Even with limited space, the possibilities are endless.





## HALLOWEEN STAFF DEVELOPMENT DAY



On Tuesday October 31st, Bloc's Human Resources department hosted its second Staff Development Day. The Halloween themed class period

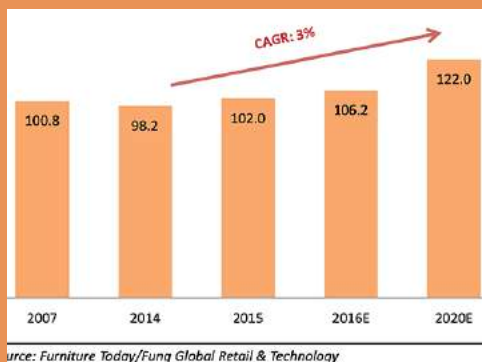
allowed employees to snack, take pictures at the photo booth, and enjoy being in each others' company. The room, filled with Halloween decorations and food, was the perfect place for the employees to bond. Will Hoadley-Brill, the Chief Administrative Officer, began the festivities by presenting the award of Employee of the Month to Lucas Halberg, an Operations Specialist. Then, three company bonding games were played, to encourage laughter and fun among all Bloc employees. "My favorite game was the mummy competition because it encouraged employees to come together and made it easy for the entire company to laugh together," Vice President of Sales Aaron Murdock said. HR looks forward to the next company event: Board Game Night over Thanksgiving Break.



## HABITAT FOR HUMANITY

Habitat for Humanity emphasizes helping people both locally and globally by building or improving homes for the less fortunate and those affected by natural disasters. Bloc contributes to Habitat by donating sets of our blocks to its "ReStores" where they will be sold at discounted prices. Bloc employees volunteer to ensure that we fulfill our philanthropic mission. At "ReStores", employees are organizing, cleaning, and transporting home furnishing items. Employees who volunteer through construction are in the process of building a local set of homes near the Rose Bowl in Pasadena, California.

## REAL WORLD FURNITURE TRENDS



1. Experiencing a 3% compound annual growth rate
2. Predicted to reach \$122 billion by 2020.
3. Multi-functional, versatile furniture is gaining popularity