

WE ARE BLOC

Bloc focuses on giving 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.

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



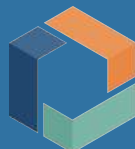
BLOC HOSTS MIDDLE SCHOOL WORKSHOPS

On February 10th, dozens of middle schoolers gathered at South Pasadena High School for a variety of workshops that Bloc had prepared to share all aspects of Virtual Business. The morning began with a brief introduction of Bloc and all of its employees. The middle schoolers were then separated into groups of 6 and assigned to a workshop to start at. During the first workshop, each group brainstormed ideas for the product they would be developing with each department throughout the day. The workshops included all departments: Marketing, Sales, Finance, Technology, Operations, Human Resources, and Administration.

Each department's workshop was 20 minutes long and included an explanation of the department, its role within Bloc, and an interactive activity for middle schoolers to apply what they had learned. After going through each of the seven workshops, the groups were given half an hour to create a presentation about their product. Products ranged from solar-panel backpacks to basketball hoops to stationary kits. Bloc looks forward to hosting an local workshop for elementary students in April.

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UPCOMING IN THIS NEWSLETTER



**HABITAT FOR HUMANITY
CTO PROFILE
LOS ANGELES TRADE FAIR**

HABITAT FOR HUMANITY

Habitat for Humanity emphasizes helping people both locally and globally by building and 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 at "ReStores" and construction sites to ensure that we fulfill our philanthropic mission. At "ReStores", employees are organizing, cleaning, and transporting home furnishing items. Employees also volunteer on select Saturdays at construction sites in the local San Gabriel Valley area and help with the building of a local set of homes near the Rose Bowl in Pasadena, California.



EMPLOYEE OF THE MONTH: NATALIE DENG

Natalie is a junior at SPHS and has previously worked on the Intro to Virtual Business team. In Operations, Natalie helps the backbone of our company by researching and working on contracts.

Q: What has your department been working on?

A: Operations is preparing for the New York competition by creating supporting documents for Business Plan, centralizing emails from real life business partners, and establishing interfirm contracts.

Q: What project have you taken on?

A: I am currently the team lead for the Sustainable Business Venture competition. Our product is Classify: a bullet journal and app tailored to student needs with all important school information. Within Operations, I'm updating our Interior Design Research with local designer Marina Kelly.

Q: What are you looking forward to?

A: Danielle Choy and I are very excited to be competing in Marketing Plan at the national competition in New York, and we plan to make Bloc proud.

Q&A



COLE SCHROEDER: CTO PROFILE

Cole Schroeder is a returning Varsity Virtual Business member and a senior on Bloc. He worked in technology last year as a technology specialist and is now Bloc's Chief Technological Officer. In technology, he uses his AP Computer Science and AP Art experience to lead Bloc's design team in creating graphics for the Bloc app, brochure, and sales material. Cole enjoys technology because he gets to take mere ideas that Bloc has and turn them into images for the rest of the world to see. He oversees the website, catalog, and company commercial and is also preparing for the Bay Area Marketing Plan competition.

Cole is proud of how Bloc has gone above and beyond this year with a partnership with Tpumps, a 3D Builder on the company website that customers can use to virtually build their desired furniture layout before buying blocs, a company app, and volunteering at Habitat for Humanity. His goal for Bloc is to keep improving, learning from trade fairs, and growing with each difficulty. Cole looks forward to bonding in San Francisco and New York with the rest of the company as well as meeting other students and competing.

Outside of Virtual Business, Cole plays on the Varsity Volleyball team and enjoys outdoor sports including snowboarding and surfing. He balances his school work with sports and leading our technology team. "Cole is extremely organized, hardworking, and is always of great help as I designed the company catalog," says technology specialist William Hsu.



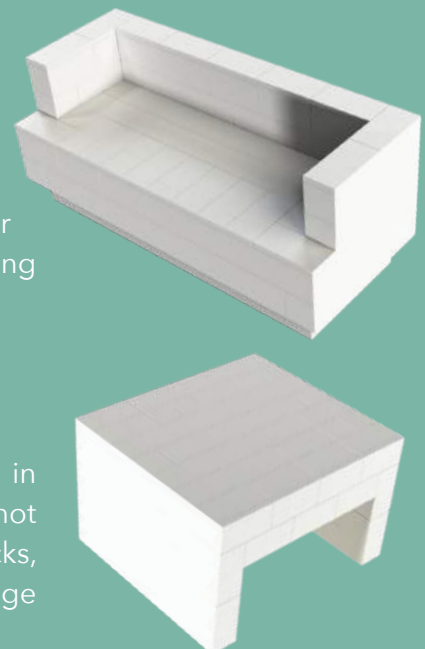
Cole Schroeder
18 years old
Senior
USC bound

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 LARGE PACKAGE

The large package includes 50 *Blocks*, 30 *Squares*, and 25 *Toppers* in sleek, vivid, and slate colored sets. Possible creations include but are not limited to chairs, tables, and desks. With an increased amount of blocks, people can further exercise their creativity, making it an ideal package for individuals looking to fully customize their space.



LOS ANGELES TRADE FAIR

On February 13th, Bloc attended the Los Angeles Trade Fair in Pasadena, California. Bloc began by setting up our trade fair booth, with the guidance of the marketing department, and preparing for competitions. Ben Elbaum, Katie Chabot, and Victoria Venardi presented Bloc's Marketing Plan while Addison Foord presented Elevator Pitch. During the trade fair, Bloc employees sold to judges and other company's employees. Bloc employees also ventured out into the surrounding Pasadena area on a scavenger hunt set up by Human Resources to help employees bond outside of the office.

At the awards ceremony, the marketing department placed first in Exhibition Booth for marketing Bloc's product in an effective and eye catching way. Ben Elbaum, Katie Chabot, and Victoria Venardi placed in the Gold Level for Marketing Plan, and William Hsu placed third in Sales Materials. Bloc is currently preparing for the Bay Area Trade Fair.



Bloc's Marketing Department is already looking for ways to improve upon their booth for the next trade fair.



OFFICE OLYMPICS



Bloc's Human Resources department hosted Office Olympics throughout the month of March. The company was split by department to compete in various activities that ranged from paper airplane flying to water bottle bowling to crab soccer. A score board was kept on the employee wall to keep track of which department won competitions. Operations placed first by winning 5 competitions and Sales and Technology tied for second, each winning 4 competitions. Bloc looks forward to its next staff development activity in April.

SOCIAL MEDIA



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