



Artist of the Month

Art Beat loves to acknowledge the hard workers we're fortunate enough to have, but every month our company recognizes one employee who goes beyond their daily work. This month our Digital Media leader, **Eduardo Arroyo** nominated an employee who's always working very hard and constantly focused and dedicated. We would like to congratulate our new employee of the month, **Damari Ramirez!** We have her say on how she feels achieving this award. We asked her what she thinks made her suitable to win this award and she answered, "I was determined to finish all my tasks I was assigned and when finished, I tried to find other people to help." We also asked her what kind of advice she could offer to those who want this award and she replied, "I would advise they work hard and finish their work. Slacking off is not an option!" We would like to congratulate Damari Ramirez once again for being committed; we truly appreciate having you in our Art Beat family!

BIRTHDAYS THIS MONTH

Enrique Giles - November 3

David Alvarado - November 23

Contact Us!

1401 S. Grand Ave. Santa Ana, California 92705

Contact/Fax: 714-796-7431

www.artbeat-online.com

Art Beat
Company Newsletter



Beyond The Beat

Issue-1 November 2013



New and Improved Art Beat!

Welcome back Art Beat employees to a new year and a new direction! With our recent changes in leadership and staff, it has been decided to open this year with some major modifications. We've improved the logo and banner from the classic formal look to the creative and unique semblance our company has. Our new and updated shirts should be arriving shortly and we've changed our catalog to better fit our customers needs and wants. We've also sent our leaders to training sessions in order to teach our employees the proper way of treating and answering customers. This year is going to be full of new experiences and new memories so we encourage our employees to embrace the new and improved Art Beat!

"People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps." - Mary Kay Ash

Contents

- New and Improved Pg. 1
- Newbies Corner Pg.2
- Dress for Success Pg. 2
- Beating the Budget Pg. 2
- Get Ready Art Beat..... Pg. 3
- Messages from Our Chief Pg. 3
- Product of the Month Pg. 3
- Artist of the Month..... Pg. 4
- Steps to Success..... Pg. 4
- Birthdays..... Pg. 4

Rookie Corner



Along with our new leadership team comes the staff, filled with a few new eager employees waiting to prove themselves worthy of joining this company. We've asked a couple of them about their recent encounters with Art Beat. "I joined Art Beat because it seems like a great new work experience waiting to happen! Meeting new people and going to trade shows is just a plus!" exclaimed Brisa Garcia (administration associate) when asked why she joined Art Beat. We asked Julianna Medina (accounting associate) how she's liking Art Beat so far and replied with, "It's fun and I feel like part of the Art Beat family, we all work together and get along really well." When David Alvarado (accounting associate) was questioned about how the company will help him achieve greater things in the future, he responded with, "I'm learning how to control my money and collaborate with others, how is that not helping me in the future?" We would like to formally welcome all our new employees to Art Beat, may you work hard and be happy here!

Beating the Budget

Art Beat is always on the lookout for new ways to help their customers save money, and what better way to do that than to make our products cheaper? As any company, the process of obtaining supplies from a distributor can be both lengthy and expensive; taking money out of our wallets that we just don't have! In order to satisfy our customers, Art Beat is taking it upon itself to order products straight from the manufacturers, completely eliminating the need for a distributor and eliminating the high costs that come with it. With this new course of action, prices will be lowered and items will still be available in the same great quality we offer them in. Here at Art Beat, we'll go to any lengths to continue to be your number one art supplier!

Dress for Success

Move over sneakers and caps, ties and slacks are making a comeback! Every Thursday, Art Beat employees will be taking a professional stand by arriving to work in formal business attire. That means tucking in blouses and straightening those ties ladies and gents! We encourage everyone to show up properly dressed, or in our new company sweaters and shirts. Every employee who does not dress on these days will donate 2% of their monthly pay to a charity of their choice. So please come professionally dressed and bring your professional mindset as well.

*Get Ready
Art Beat!*

The Bakersfield tradefair is right around the corner! Is everyone ready to get out there and sell? We've asked Christopher Lee, a member of the Board of Directors, how he feels this company will fare at the tradeshow. "This company really cares and works well together as a team and I think their results will show a very strong outcome. All the employees are moving forward to achieve a common goal and I am very honored to witness this." It appears he has confidence in our budding company. Art Beat will also be competing in several competitions, so we expect our staff to try their best and win! That means practice and more practice! December 3 is the day and all employees must be ready to give their best service!

~Messages from the Chief~



Art Beat would like to recognize Saul Lopez as our new Chief Executive Officer! With our new boss keeping track of everyone, we figure he must be feeling overwhelmed with all this new work so here we come with a message and a few words from our CEO! We asked how he felt becoming the CEO of this company and he replied easily with, "It does feel a bit overwhelming, being in charge of Art Beat, but I'm excited and ready to be able to help this company climb to success." When asked about what he expects from this company he smoothly responded, "I expect our staff not only to work on their tasks, but to work on themselves and become great people as well as great employees." We now know our new CEO feels fully capable of taking charge of our company. Welcome to the top Saul Lopez!

-Product of the Month-

This month we're honoring a very special guitar of ours that's always sharp and never outdated! The Gibson Les Paul Electric Guitar is perfect for beginners picking out their first guitar or advanced performers seeking the best guitar money can buy. The traditional rounded neck profile offers a smooth playing feel on hands, making it an ideal buy for any musician. The body's back is chambered to both reduce overall weight and enhance the guitar's resonance. The final ebony coat is hand-buffed to a high-shine gloss, making it a stylish statement for any artist! This Gibson Les Paul is unbelievable, so come visit us online to order yours!

