

# Pro-motions

We put YOUR brand in peoples hands!

## Empire Takes on Bakersfield

After a first few months starting up Empire open for business at the Bakersfield Trade Show

Empire was eager to compete in the annual business competition hosted by Virtual Enterprise International at Bakersfield, California. Prior to Bakersfield, Empire employees were hard at work trying to meet the deadlines for competition submissions. Our team received help from real entrepreneurs and used resources other than those provided by



our coordinator. Empire received a Business Professionalism Award, an honorable mention award for our impact marketing board, and placed 6th for most professional booth. At the start of the trade show our team was intimidated by the salesmanship of our competitors; however, this intimidation motivated surpass the expectations other companies set for themselves. After the trade show event, our sales collections director reported that we exceeded the sales goal.

The Bakersfield trade show served as a learning experience that has helped establish a foundation of expectations for our competitive season. We expect to meet our goals throughout the many trade shows we still have to attend. Empire has already started to prepare and improve for those trade shows that we will be attending.

### Company Leadership

**Sandra Gutierrez**  
Chief Executive Officer

**Linbert Castelan**  
Chief Operations Officers

**Karla Escobedo**  
Chief Financial Officer

**Jessica Cortez**  
Vice President of Arts & Publications

**Briana Ochoa**  
Vice President of Communications

**Melissa Avila**  
Vice President of Digital Media

**Cindy Chavarin**  
Vice President of Marketing

**Andrea Valdes**  
Vice President of Human Resources

**Eden Cruz**  
Vice President of Sales

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# Attitude in the Workplace

A positive attitude brings strength, energy, motivation and initiative.



For a company to advance successfully, attitude in a workplace is a very important factor. It is important for a company to have positive and motivating employees, "A positive attitude will lead to positive outcomes" -Anonymous. When a workplace has positive employees it improves communications, there is better teamwork and higher productivity. When an office is full of employee's with a negative attitude teamwork between employees is dismantled and there is more stress and conflict upon the employee's.

In many situations, when an employee is having trouble or a difficult time they are most likely dealing with personal problems. An important thing to remember about attitude is that an employee with a negative attitude can influence a person as much as an employee with a positive attitude. In order to have keep a positive attitude in the office it is important to let an employee know their hard work is appreciated. The workers will know you acknowledge what they do and there will be a change in the work environment. Negativity really affects a workplace because it sucks energy from the workers around you. Although you might not be in one of the best moods, you have to remember you're part of a big team and your attitude matters. The more positive you remain the more likely it is that positive things will happen.



**Maria Lucero**

Associate of Arts & Publications

## Employee of the Month

The month of January recognizes and celebrates excellence in the workplace.

Maria feels very honored to be receiving employee of the month, but feels like every one should be doing their part and help their peers/coworkers. She believes that the company has grown for the better. When we asked how she felt towards the companies progress she replied with, "The Bakersfield trade show was a first hand experience to something incredible." Maria has shined with her hard work and dedications not only the her department, but to the company.



Contact Information

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