**CHRISTMAS PARTY SPEECH**

**FOR**

**JEFF HURRLE**

Hello everyone and welcome to this year’s Christmas celebration!!! We have a great team here at SSCI and our progress, impact on the industry, and outlook for growth going forward is really encouraging. Of course we all work hard toward a common goal. We’re here, together, supporting one another to grow a business we all believe in, but sometimes I wonder.... how did we all get here? How did we get so lucky? It reminds me of the group of guys I saw a couple of weeks ago at (**Name your favorite local sports team**) the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ game. Clearly they were rooting for “**THEM**...” the other team (**Name the opponents**)..... don’t make me even utter **THAT** word.... Maybe I was too close... maybe I shouldn’t have .... “accidentally on purpose” overheard their conversation... but I did... and they **WERE.... Uh**... disappointed... as they tried to figure out where their heroes went wrong... The first guy shook his head and said... “ I blame the general manager. If he had drafted better players, this wouldn’t have happened. The second depressed, dejected friend said, “I blame the players... If they had made more of an effort....” and as always, the third guy had the final say... “ I blame my parents. If I had been born in (**Name the city of the best sports team in that league**), I’d be rooting for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Wait for the laugh**)..... to that, I say, **AMEN**!!

Here at SSCI, we have a word for guys like that.... **FANS**... and what’s great about our company is that while the nature of sports is the thrill of the competition... and sometime the **AGONY** of **DE FEET**.... and **OTHER** body parts... (**Wait for the laugh**), we have the universal ability and wherewithal to serve and supply **EVERYONE** with whatever is needed to root for, rally, and support the goals and vision of **ALL** teams, **ALL** sports, at **ALL TIMES**...of course, to some, there **ARE** exceptions... years ago, the comedian, Bob Hope... even though he was a legendary, **AVID**, passionate golfer, had his limits. He once said, “If I’m on the course and it starts to thunder and there’s lightning, I make my way to the clubhouse... **I GET INSIDE**... If God wants to play through... let him.” (**Wait for the laugh**). Sometimes Mother Nature has ways of inserting her own strategy!! (**If you have a product that provides portable shelter on the field in bad weather you can add**) .... Too bad Bob and his country club didn’t know about SSCI’s Ultra Durable Protective Tenting (**or name the product and wait for the laugh**).... yes... you **KNOW** I believe in relentless promotion of our fine products!!

You know I have a tendency to joke but I really must say how proud I am of all of you and of how well this company is poised to grow and make a real impact in our sector. Individually you have proven to be enthusiastic, **committed**... (**Do you want to add**) in a **GOOD** way... (**and wait for the laugh**) and dedicated to the success and growth of this company. As a **TEAM**, you **REALLY** are **SPORTS**... It’s gratifying to work with you and observe your mutual cooperation, and while we all know there is no “I” in “team,” we can’t spell “inspiration” without that letter.... (**Do you want to name any employees or projects that have made special contributions? If so, you can say**) It’s thanks to the collective collaboration of people like \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_ that show us the way and “**RAISE THE BAR**....” and don’t forget... we sell those too!! (**Wait for the laugh**).

2018 was a really good year, most of all because it sets us up for even greater opportunities for growth. As we forecast and plan for expansion into international markets, it is the core... namely **all of you**... that will drive the positivity and success of future plans. When we stop and consider that sports have been around for thousands of years... the first Olympics were held in **770 BC**... and we realize and recognize that even before then, some form of equipment was, and has always been, needed, we can begin to understand the importance of what we do, who we serve, and what we supply... our potential **really** is **LIMITLESS**!! So... on **THAT** note, here’s to a great celebration tonight and a **SPECTACULAR** 2019!! Thank you all!!!