

## THE WORD

During the holidays, we always extend wishes for happiness and health to those most important to us—our family, our friends and our employees.

The health of those within our organization is important to us not just in the sense that it affects our business, but also because we care about them as individuals, as part of our extended family.

As an employer, we recognize the role that health care coverage plays in the well-being of those who work at Essex and we firmly believe in providing good health insurance for our employees.

However, the cost of health coverage continues to rise for everyone. Across the nation, premiums for family coverage have increased 73 percent over the last decade, according to a recent report. These dramatic cost increases effect individuals and companies alike, and we are all challenged to maintain quality coverage at reasonable costs.

While we may not be able to control rising premium costs, we, as individuals, can control our lifestyles. We can acknowledge our personal responsibility for our own health and fitness. We can give ourselves the best opportunity possible for a long, healthy life that may reduce the need for extensive medical treatment.

Essex is concerned with the overall health of our employees and is committed to supporting their efforts to live a healthier life. Throughout the year, we provide a variety of programs at our facilities to educate and assist people, including health fairs, blood screenings, flu shots and incentives to stop smoking. Our annual wellness program includes quarterly seminars, challenges and resources designed to help and inspire them to improve their diet and level of fitness. We firmly believe that these programs can make a difference in the health and well-being of our employees.

I can speak from personal experience that a change in lifestyle really can make a difference in your life.

About a year ago, when I wanted to ride my bicycle for exercise, I discovered that I was definitely out of shape. After a check-up with the doctor, I set goals and held myself accountable for reaching them. Although I started slowly, I began to make and see progress. I changed my eating habits, going from French fries to green beans. With the help and support of my family and friends, I lost 30 pounds and was able to achieve one very special goal I had set for myself. On September 28, I rode 40 miles in support of Pedal the



Cause<sup>TM</sup> to fight cancer. That, in itself, made all the effort over the past year worthwhile.

As we begin 2015, I challenge each of you to make a New Year's resolution to take responsibility for your own personal health. Consider how you can increase your level of exercise, eat a more balanced diet and take advantage of preventative medical options. Nothing will guarantee us a longer life, but we can make sure that the life we have is the best it can be.

*Mickey Waldman*  
President

# GATEWAY TO NEW PRODUCT DEVELOPMENT

Essex will be implementing an enhanced Stage Gate process for new product development in 2015. Under the leadership of Phil Zeiser, Director of New Product Design and Development, this program will provide a well-defined process for selecting and developing new products. It will enable us to better manage risk by identifying issues in a timely manner and providing objective criteria for assessing the status of a project.

The overall process consists of six gates or decision points. Projects will begin with basic Requirements and a Business Case, then move through Feasibility, Concept, Product Definition, Verification/Validation Testing, until ultimately reaching Launch Readiness/Release to Sale.

The Stage Gate process will provide a uniform approach, with guidelines for tasks and timing. This will provide the management team with a sense of whether or not a program is on schedule and on track from a cost standpoint.

According to Zeiser, "Our Stage Gate process will definitely allow us to maximize the efficiency and productivity of the New Product Development organization."

REQUIREMENTS  
BUSINESS CASE

FEASIBILITY

CONCEPT

PRODUCT DEFINITION

VERIFICATION/  
VALIDATION TESTING

LAUNCH READINESS/  
RELEASE TO SALE

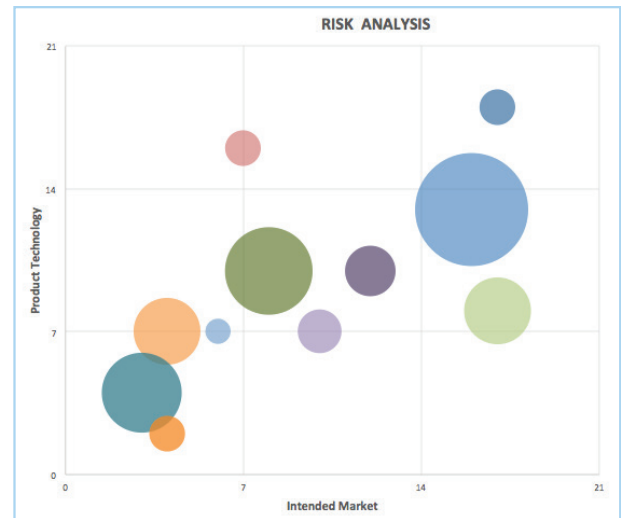


## THE ROLE OF MARKETING RESEARCH

In September, Essex established a Market Research group within the Marketing department. This team of Chad Leftwich, Manager of Acquisitions and Market Research and Matt Olivos, Market Research Analyst, provides both tactical and strategic information to support management's decision-making process on new or existing products, markets and business opportunities.

The Market Research team will play a major role in the initial phases of the Stage Gate process. They are responsible for developing the business case needed for consideration and approval prior to that project moving to the next gate. This includes a financial analysis and a risk assessment which evaluates the project in light of market information and engineering/technology requirements.

The Market Research team also has responsibility for enriching the company's knowledge base on products, markets and customers through strategic-based projects that support the company's long-term business objectives.



## MANAGER OF EXPORT COMPLIANCE & CONTRACT REVIEW

Essex is pleased to announce that Kristie Hannum has joined us as Manager of Export Compliance & Contract Review. In her role, she has been appointed the company's Empowered Official, ensuring good corporate governance under complex International Traffic in Arms Regulations (ITAR) and the Export Administration Regulations (EAR) laws regarding our products and technologies.

"This new position adds great value to the organization", according to Mickey Waldman, President. "Kristie will assist Essex in achieving our international growth strategy through companywide trade compliance policies and operational procedure training."

Kristie previously served as the Empowered Official, Transportation and Global Compliance Manager at Watlow Electric Manufacturing Company, in Saint Louis, Missouri. She has an MBA in International Business and is a Certified U.S. Export Compliance Officer and an Accredited – Export Compliance Professional.

# A WORTHY CAUSE



## WOUNDED WARRIOR PROJECT

In the spirit of supporting our military during this time of year, Essex once again selected holiday cards with 20% of the purchase price going to Wounded Warrior Project. Wounded Warrior Project is a nonprofit organization that offers a variety of programs, services and events for any veteran who incurred a physical or mental injury as a result of their military service on or after September 11, 2001. *Wounded Warrior Project serves over 35,000 veterans and assists more than 4,000 family members or caregivers of veterans with its programs.*



To support the Wounded Warrior Project visit  
<https://support.woundedwarriorproject.org>

## NEW TEAM MEMBERS

### Administration

#### Kristie Hannum

Manager of Export Compliance & Contract Review

### Engineering

#### Jessica Dunker

New Product Design & Development Engineer

#### Matt Zeid

New Product Design & Development Engineer

# NOTEWORTHY

## HONORED GUESTS

Essex was honored to represent the State of Missouri and host the Nagano Prefecture, Japanese Aerospace Delegation at our facility in November. The delegation was in St. Louis for a meeting with the World Trade Council.



## HIRING THE BEST

CEO Keith Guller revealed Essex "Hiring Secrets" for the St. Louis Small Business Monthly.

In his article, Keith discusses the Essex hiring process, which includes the use of an applicant tracking system (ATS) and an evaluation matrix which assesses functional job skills, cultural fit and interpersonal skills during the interview process.



Click here to read the full article.

Or visit <http://bit.ly/HSEKeith>

## PAYING IT FORWARD

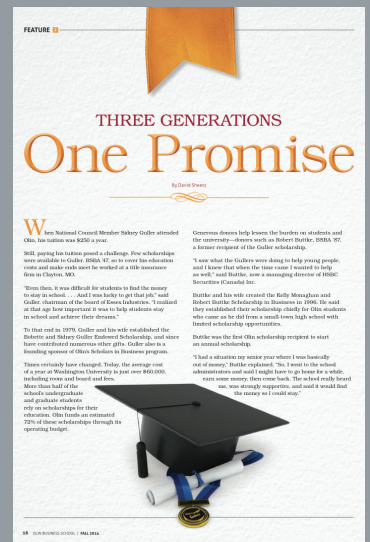
Sidney Guller was featured in the latest issue of the Washington University OLIN Business Magazine "Three Generations, One Promise".

Sidney, a 1947 graduate of the university, and his wife established the Bobette and Sidney Guller Endowed Scholarship in 1979. This inspired Robert Buttkie, BSBA '87, a former recipient of the Guller scholarship, to create his own scholarship in 1996. Austin Oslock, BSBA '14, who received the Buttkie scholarship has indicated his intention to one day establish a named scholarship, as well.



Read more about these three generations of scholarship benefactors by **clicking here**.

Or visit <http://bit.ly/TGOPSidney>



## NEW ESSEX TRUCK

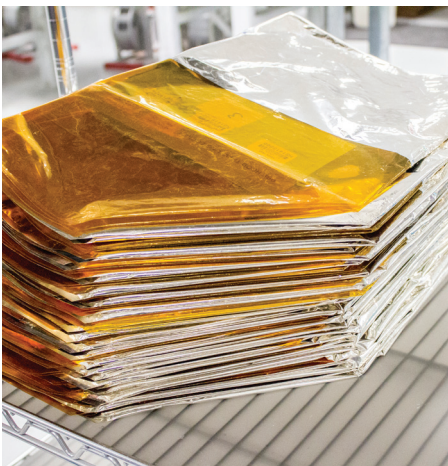
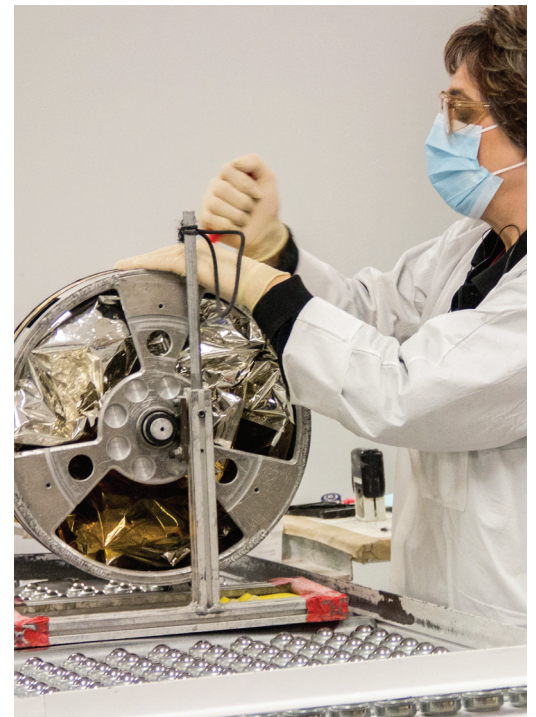
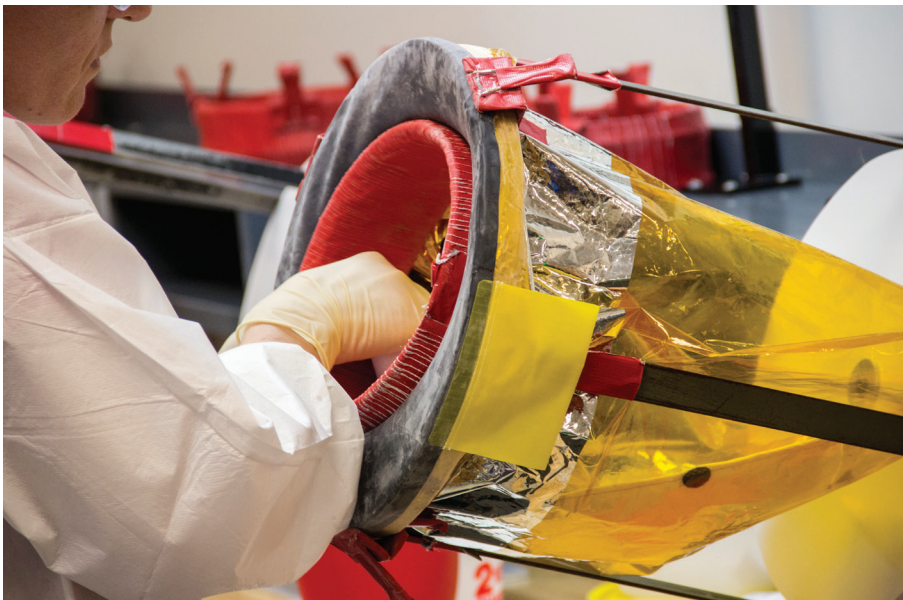
Essex recently purchased a new truck for its local delivery runs. Decorated with bold graphics, this vehicle really makes a statement as it travels between the four St. Louis facilities.





# EMERGENCY BREATHING EQUIPMENT - CARR LANE COURT FACILITY

All of the products featured in the Essex Emergency Breathing Equipment Catalogue are manufactured and tested in our Carr Lane Court Facility. This includes the PBE, EPOS, SCU, VRU+, Pilot Unit and Plus 15® Escape Respirator.





# UPCOMING TRADE SHOWS

January 14-15

**WEPTAC USAF**

Nellis AFB, NV

Booth #TBD

January 26-28

**Arab Health 2015**

Dubai, UAE

Booth #1C54

February 10-12

**International Disaster Conference & Expo**

New Orleans, LA

Booth #TBD

March 2-5

**Heli-Expo**

Orlando, FL

Booth #1848

March 29 - April 1

**Army Aviation Mission Solutions Summit**

Nashville, TN

Booth #TBD

## RECENT TRADE SHOWS



**The 52<sup>nd</sup> Annual SAFE Symposium**  
November 3-5



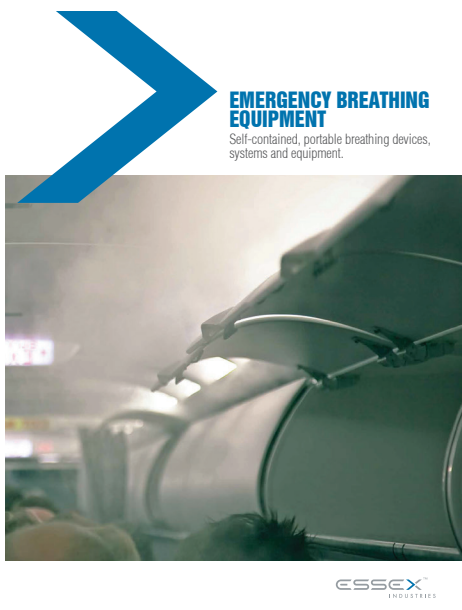
**Medica**  
November 12-15

## UPDATED EBE BROCHURE

The Essex Emergency Breathing Equipment brochure has been updated. This piece features the PBE, EPOS, SCU, VRU+, Pilot Unit and the Plus 15®. It also includes a handy Smoke Hood Comparison Chart as well as Specifications and Ordering Information for the different models.

To view this  
brochure on line,  
click here.

Or visit <http://bit.ly/EBEB2014>



**EMERGENCY BREATHING  
EQUIPMENT**  
Self-contained, portable breathing devices,  
systems and equipment.

## NEW CORPORATE BROCHURE

Essex has introduced a new Corporate Brochure which provides a pictorial overview of the company, its markets, capabilities and manufacturing facilities. The piece also includes a timeline of key product developments.

To view this  
brochure online,  
click here.

Or visit <http://bit.ly/EssexCOB>





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## EXCERPTS

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New Corporate Brochure



## ESSEX IS GOING **GREEN!**

Starting in 2015, we will no longer print and mail the *Excerpts* out each quarter.

To stay current with all the news at Essex, be sure and *sign-up to receive future issues electronically*.

You can do this by going to [www.essexindustries.com](http://www.essexindustries.com)  
and clicking the tab on the bottom of the page.

You can also email your request directly to us at [info@essexind.com](mailto:info@essexind.com)



Copies of each edition will be posted on our website,  
as well as on our Facebook and LinkedIn pages.

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