

# Global Gazette

*The latest news, updates, and announcements*

## *In This Issue*

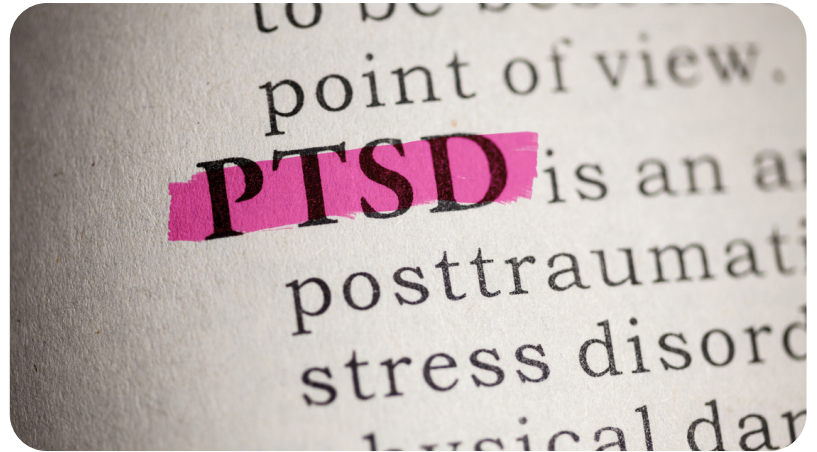
**PTSD  
Awareness  
Month**

**2023 KeHE  
Holiday Show**

**Global Spotlight:  
Meet Mariana**

### Quote of the Month:

*"Keep your face always toward  
the sunshine, and shadows will  
fall behind you."  
— Walt Whitman*



## June: PTSD Awareness Month

Recognizing National PTSD Awareness Month is crucial as it helps increase public understanding and knowledge about Post-Traumatic Stress Disorder.

Statistics indicate that approximately 6% of the US population will suffer from PTSD in their lifetime. Educating ourselves on the symptoms and causes of PTSD is critical in combating misconceptions and providing early intervention. In our recent workshop, Terri Jones (TSR), shed light on PTSD in combat veterans, revealing troubling statistics: veterans account for 20% of all US suicides, with up to 22 veterans lost to suicide daily. There are several services available for treating PTSD symptoms, including a new type of treatment that uses virtual reality specifically for veterans. Establishing a supportive and compassionate environment is vital for those affected by PTSD. This month, Global is proud to support the non-profit organization Paws Assisting Wounded Warriors (PAWWS), which pairs veterans with service dogs to assist their re-acclimation to civilian life. PAWWS offers free food, veterinary care, and equipment for these service dogs, while the veterans' training cultivates valuable skills for potential careers in animal behavior and veterinary science.

# 2023 KeHE Holiday Show

June is always an exciting month for our team as the annual KeHE Holiday Show takes place in Chicago. This year our entire team was eager to attend the 2-day in-person show hosted in the McCormick Place. Our team was busy every day attending meetings with retailers and supporting 8 exhibitors in a variety of categories including fresh, health and wellness, and international. It was all hands on deck as our team helped coordinate samples, set up booths, and support exhibitors as they connect with attendees and find new customers. Our Export team had almost 50 international accounts attending to walk the show for deals on their favorite Global brands and to discover the newest trending products.

These shows are a great opportunity to showcase the brands that we work with and provide amazing show deals to new customers. This is also the perfect time for our business development managers to scout out the latest trends in each category and meet some of the emerging brands looking to work with a broker that understands KeHE and can help take their brand to the next level.

Overall this show was a great success for our team as we closed out the month with promising prospects, new customers, and in anticipation for the next show!

If you've attended a show before or plan to attend in the future, our marketing team is ready to assist you with everything you need to make your brand stand out at the event. Don't miss out on the chance to get your brand noticed by retail leaders from all over the world!



# Global Spotlight: Meet Mariana

The latest addition to the Global family is Mariana Guerra! Mariana is from Hillside, IL and this month she joined our team in Naperville as Export Sales Support. Her last role was at Real Good Foods as an HR Assistant. Mariana's background from a frozen food manufacturer, her previous administration experience, and her interpersonal skills make her a perfect fit for the sales support role.

Outside of work she enjoys traveling and spending time with family and friends. Off the clock, you can find her cuddled up enjoying a movie with her three dogs, or checking out new restaurants. She is always looking for a new spot to try and is currently in love with Korean BBQ!

As Mariana works to support the sales team and begins to understand the brokerage world, we are confident that she will be able to use her skills to push our Export team forward and be a real helping hand for our customers.



*"Although I am new to this side of the food industry, I believe my past experiences bring a fresh perspective to Global. I am very excited to learn about the export world and to work with this team to learn more!"*

## Global is Growing!

As Global continues to gain new customers and is working on breaking into new territories, we are hiring for another Export Sales Support role! This role is part of the vital support system for our Export department and is an entry-level position within the sales department. In this role, one will need to be excellent at Excel, have a passion for wanting to help grow the business of up-and-coming brands, and have a curiosity about the international grocery market.



Are you interested in breaking into the specialty food brokerage world? Do you know someone who would enjoy an opportunity to learn and grow in a role like this? You can find the application to apply and all future open positions on [our career opportunities website](#).