

OCTOBER, 2012



Hayley Hoffman
13 Things

the Source



Inside Ross Organic

A behind the
scenes look at
what's new and
a hint of what's
to come



Inside Ross Organic

It could be said that the raw material side of the cosmetic and personal care industry is about as sexy as the post-production side of Hollywood. When it comes to the Emmy's & the Oscar's does anyone really want to know who is winning the award for "best sound mixing"? Well...we have news for you - things have dramatically changed in the cosmetic and personal care industry. Brand owners, consumers and marketers are incredibly interested (and surprisingly educated) when it comes to the "behind the scenes" raw materials being used in finished products.

At face value, yes we are a company that markets, sells and distributes raw materials that are used in personal care products. But, we are SO MUCH MORE than that. In the age of transparency, information overload and the continual Google search for answers, is anyone surprised consumers want to know exactly where their raw materials come from? They want to know who is selling the products and they want to feel good about who they are buying from. Furthermore, consumers have the desire, ability and access to make choices more than any other time in history. We feel confident that if an end-user ends up at our website, knocks on our front door and gets to know us or any of our suppliers... they will end up in a very happy place.

The Fall issue of The Source is clearly a play on the People or US Magazine style "sound bite" journalism that populates the grocery store check-out aisle today. If you want to know what is happening at Ross Organic, all you need to do is sign up for our eNews alerts or join us on Twitter and you will be kept up to date in real-time of all of our company happenings. There are no secrets, no paid subscription necessary, everything is there for you to see and know.

That said... we do have some exciting changes coming around the corner that we hope to share in the next issue of The Source. We will be signing a very exciting new supplier and will have an exciting announcement regarding one of our key employees. Unfortunately, these news stories couldn't make it to print in this issue. Stay tuned, be sure to sign up for our eNews updates and you will be the first to hear. (Sorry for the teaser, have to drive traffic to the site ;)



Newsletter Contest: Find the ROSS Ladybug

Can you find the ROSS Ladybug? It is hiding here somewhere in The Source. Email your answer to info@rossorg.com with subject line "ROSS Newsletter Contest" and you will be eligible to win a special prize (over 50\$ value).

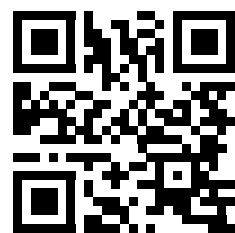
Congratulations to George Andrassy (VP of R&D, Bocchi Labs), winner of the Spring Newsletter Ladybug contest.



Cover photo by Jen May Photography

Sign Up for the enewsletter
with your Smartphone!

Stay informed of the latest happenings at ROSS.



THEY SAID WHAT?

What was overheard in the hallways of Ross Organic

“Why re-invent the wheel?”

On the ready-to-use surfactant blends offered by

Rhodia

- Robyn Bowlby,
Inside Sales



“Seriously?

Rheomer 33.

Biggest surprise hit of the year. I heard even Justin Beiber likes it” When questioned what the most sampled product of the year has been.

▲ Richard Hersey,
Director of Sales

“We have a certified USDA organic emulsifier, Hydresia O, the only one available in the entire industry!” When asked what she’d scream from a mountain top”. -

Jennifer Hurtikant,
Technical Sales

“Beraca’s natural clays, hands down. I mean, if you are in color then you are working on natural color these days” On his go-to product when in the field.

-Jared Johnson.
Technical Sales



“Miss Micro brings light to cosmetic preservation. I will literally be eating my cereal and almost choke laughing.” On reading the new Miss Micro column on the ROSS website

▲ Hayley Hoffman,
Technical Sales

“Mostly he just said ‘that’s great, well done, and then goes back to Tumblr or whatever it he does.’ On her son’s response to the news of her 10th Anniversary with Ross Organic.

- Linda Scouten,
Customer Service

“I’m an addict. I made a concoction with Capixyl and Sweet Blue Lupin. Don’t laugh- it really works.” On his lab creation for hair loss prevention.

Ali Witwit, ►
Technical Sales

“Its borderline obsessive, but I just can’t help it. I check every day

for the latest industry news.”

On her newest obsession with industry insider cosmeticsdesign.com.

-Stephanie Leshney,
President



Long Term Supplier Rhodia Honors Ross Organic on 25th Anniversary

Jean-Luc Joye, Director, Home & Personal Care Markets North America, Rhodia Novecare, and Dan O’Keefe, Distribution Manager, Rhodia Novecare, Member of the Solvay Group, presented Ross Organic with a plaque to recognize the two companies 25 year partnership in the western region. McIntyre Group (acquired by Rhodia in 2009) was Ross Organic’s first Principal partnership and a cornerstone of our success today.



HotPics! 25 Years of Ross Organic

On September 8th, we held an intimate gathering with friends and colleagues to celebrate Ross Organic's 25th Anniversary. The event took place at Shutters on the Beach in Santa Monica. To honor the company's founder, Bill Ross, it was announced that a scholarship was created in his name at Fairleigh Dickinson University in the Masters of Cosmetic Science program



Announcing New Executive Appointments

We are pleased to announce the appointments of Stephanie Ross Leshney to the position of President and CEO; and Erin E. Coulter to the position of Chief Operating Officer. William C. Ross, Company Founder and Chairman of the Board of Directors, will assume the role of Ross Organic's Chief Technical Officer. Ms. Leshney and Ms. Coulter, daughters of Mr. Ross, have been working with the company for fifteen and eight years, respectively. They assumed joint ownership of ROSS in December 2010. Most recently, Ms. Leshney's responsibilities included leading the Ross Organic Sales, Marketing and Supplier Relations functions while Ms. Coulter has been leading Operations, Distribution, IT and HR activities.

"This announcement is a real validation of the unwavering strength, vision and commitment Erin and Stephanie have brought to the company," commented William Ross. "Being able to pass the company into such capable hands gives me a level of professional and personal satisfaction that, quite frankly, is really hard to express."

"I am honored to have the opportunity to follow in my Dad's footsteps and lead the company into its next phase of growth and success," commented Ms. Leshney. "I am extremely excited by the opportunities we are seeing in the market and by many of the new technologies we are representing."

Ms. Coulter added, "The next 25 years of the business is going to be about information and technology. We are constantly looking for new ways to streamline operations and get our products to our clients faster and more efficiently. I am so proud to have the chance to continue on what our Father has started and am thrilled to have the chance to carry on our family owned business into the next generation," she concluded.

Mr. Ross will continue to be active in the day-to-day functions of the business, but will be focusing primarily on helping develop and source new products and technologies to expand the company's product portfolio.



Stephanie Ross Leshney



Erin E. Coulter

Movers and Shakers

Ali Witwit to Director, Technical Marketing

Ali Witwit has taken on an expanded role for the company as Director, Technical Marketing. In his seven years with the company, Ali has made it a personal goal to gain the deepest level of understanding of our product lines and competitive materials. At the customer level, this knowledge has translated into exceptional sales growth and achievements. Our selling team has also experienced the value of Ali's extensive product knowledge.

The new role formalizes and broadens his reach with our customers and sales team. In addition to managing a select group of key accounts, Ali will support the selling team out in the field, provide technical training, presentations, etc. There is no doubt Ali will do all of this with the charisma and passion that have made him incredibly valuable to our business.



Ali Witwit

Sandy Lee to Purchasing Manager

Sandy Lee has been elevated to the role of Purchasing Manager. In this role, she will manage all of the purchasing needs for the company as well as inventory and forecast requirements for our supplier partners.

In her four years with the company, Sandy has clearly become a critical member of the operations team. She has simultaneously improved and streamlined the purchasing function, which has translated to improvements in both the day-to-day and overall company operations.

Moving forward, Sandy will play a larger role in the strategic management of our supplier relationships.



Sandy Lee

10 YEARS
OF
SERVICE

Linda Scouten, Customer Service Representative, celebrated her 10 year Anniversary with the company in August. Linda has been the cornerstone of our Customer Service team since her first day on the job. We thank her for her loyalty.



Linda Scouten



Polly Fricano

Polly Fricano Isla, Vice President, Finance, celebrated her 10 year Anniversary with the company in August. In addition to running the financial group, Polly has worn many hats to help our company grow. Her dedication and loyalty have been inspirational to all.

Expanded Sales Coverage

Jennifer Hurtikant Joins Ross Organic

Jennifer Hurtikant, Technical Sales Representative, joined the Ross Organic sales team in July. In her role, she is responsible for key accounts in the Southern California region. Hurtikant comes to Ross Organic with strong credentials, expertise and industry experience.

Prior to coming on board, Jennifer worked in personal care product development. Most recently, she worked as Technical Director of Benchmark Cosmetic Labs, one of the country's premier formulation & product development companies. Prior to that, she spent seven years as R&D Lab Director for Mana Products. Jennifer graduated from Loyola Marymount University where she earned a BS in Physical Sciences (Chemistry). She went on to earn her Masters in Cosmetic Science at Fairleigh Dickinson University.

"Jennifer has a keen understanding and insight into Personal Care product development. Her experience and credentials are top notch," said Richard Hersey, Director of Sales. "She'll be an instant asset to the team and will undoubtedly help us reach new heights as an organization".

To contact **Jennifer Hurtikant**, please email jennifer@rossorg.com or call 562.577.7533.



Jennifer Hurtikant

Aaron Peterson Joins Ross Organic

Ross Organic expanded our sales operations in July with the addition of a new Technical Sales Representative based in the state of Utah. Aaron Peterson, Technical Sales Representative, will cover the states of Utah, Idaho, Arizona and Colorado.

Aaron Peterson comes to Ross Organic after nearly a decade of experience in Personal Care Product Development. After earning his BS in Psychology from Utah Valley University, Peterson went on to work in the R&D laboratories at Northwest, Melaleuca and Nu Skin. Most recently he worked for Nu Skin as a R&D Formulation Chemist. Additionally, Aaron has been an active member of the SCC IMW Chapter and is currently serving as the SCC IMW Chapter Chair.

"We're excited to expand our coverage in the states of UT, ID, AZ and CO," said Richard Hersey, Director of Sales. "Aaron is poised and ready to make a big impact."

To contact **Aaron Peterson**, please email aaron@rossorg.com or call 801.310.6075.



Aaron Peterson

Jared Johnson Joins Ross Organic

Jared Johnson, Technical Sales Representative, started with Ross Organic in March and is now responsible for customers in the San Francisco Bay Area as well as the states of Washington and Oregon.

Prior to coming on board with Ross Organic, Johnson worked for several years as a sales representative in the printing industry. In his previous position, he was responsible for a multi-state territory in the Northwest. Johnson graduated from University of North Dakota where he earned his BS in Biology and was a member of the NCAA Division I Baseball team.

"Ross Organic is very pleased to have Jared on board," said Richard Hersey, Director of Sales. "Jared rounds out our technical selling team and his addition will allow greater account coverage"

To contact Jared Johnson, please email jared@rossorg.com or call 562-328-4627.



Jared Johnson

Ross Organic's "IT" guy, Daniel Ochoa

Earlier this year, Daniel Ochoa, our long-term IT consultant, came on board full time as our new Director of Information Technology. Daniel was brought on in an effort to keep our business running smoothly, efficiently and ahead of the competition.

The creation of a full time information technology role is a testament to how critical we feel information technology is in our business today. The strides we have made by utilizing tools available in IT have helped us dramatically in our processes and operations.

Daniel Ochoa makes it his mission every day to arm our troops with the information and technology needed to make the most effective decisions with the speed and precision necessary to stay ahead of the competition.



Daniel Ochoa

Hayley Hoffman, Technical Sales Representative

13 Things You Don't Know About Me

Where were you born & where did you grow up? I was born in Daegu South Korea, known as the "Apple City" in Korea because of its delicious apples. I came to Odessa, TX when I was 4 months when I was adopted by my parents. I was raised in the land of football and Friday Night Lights all the way through college.

What was your favorite subject in grade school? My favorite subjects were Math (Algebra) and Science (Biology). I enjoyed having a consistent, conclusive answer.

As a child, what did you want to be when you grew up? I wanted to be everything when I grew up...doctor, veterinarian, teacher, genetic counselor, hair stylist, makeup artist, professional dancer, mother, professional violinist.... It was very hard for me to pin down a profession.

What is your favorite movie & TV show? My all time favorite movie is Mel Brook's Young Frankenstein, because the humor is subtle and outrageous at the same time. I also loved The Office when it first came out. The entire cast was brilliant in their non-verbal acting.

Word that best describes you. I've been described in a lot of different ways, but I tend to think I am a little all over the place, so I would say "Eclectic".

What is the most adventurous thing you've ever done? The most adventurous thing I thought I had ever done was move to L.A. from Odessa, TX, but that was before I became a mother.

What was your last vacation? My last major trip on an airplane was to South Korea for my brother's wedding in May, but travelling across the world with a 3 year old in a foreign country was not really a vacation....

What book are you reading now? I am not reading a book right now, but the last book I read a couple of months ago was Half the Sky. It was an eye opening book about the atrocities women all over the world face - Human trafficking for the Sex Slave Trade, Mass Rapes, Genital Cuttings and Child Bearing Issues. It changed my life and lit a fire in my heart to build awareness for these women, who suffer, as I live in peace here in America - offspring of the Feminist Movement, with my right to equality, opportunity and protection. I hope to do my part to join the initiative to emancipate women around the world. I believe this book will write many chapters of my life to come. Everyone should read it!!!

The last time you laughed out loud. I laugh out loud every day!!! Most of my laughs jump out of me as I watch my daughter or hear the things she says to me. Other times my best friend and I try to see who can outwit one another in our conversations. It's almost an unspoken game, which brings life and charm to our relationship. Laughter is a beautiful thing and a significant way to my heart.

If you could have a super-power what would it be? I wish I could multiply myself into maybe 5 people, all of those people being me of course! It seems like I can never get enough done, so I need one me to be a full-time mommy, one me to be a full-time Ross Technical Sales Representative, one me to be the maid and cook, one me to be my personal secretary and the last me as a spare, to do whatever I want. Yes, that sounds very super!

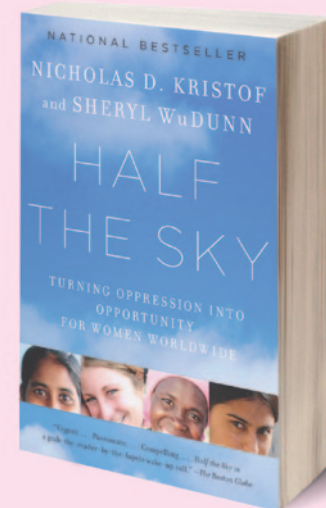
What is your favorite quote? My favorite quote comes from my favorite movie - "Could be worse...could be raining". I think circumstances in life could always be worse than they are in the moment, so I try to be mindful of that fact.

What are you most proud of? I am the most proud of my beautiful daughter, Giana. She never ceases to amaze me! I thank God for her beautiful soul and every day that I have the opportunity to know her better. There is a whole amazing person inside of her, which has yet to be discovered! I could not be more proud of anything in my life than her.

Something most people don't know about you. I consider myself somewhat of an open book...at least ¾ of an open book. So some of my secrets are I have one ear that is smaller than the other, one leg that is slightly shorter than the other, and if you saw or heard my name without knowing me, you would think I was blonde with blue eyes.



Hayley with daughter Giana





Ross Organic

9770 Bell Ranch Drive
Santa Fe Springs, California
90670

Create Fashionable, Fresh, Cutting-edge Formulas



Active Ingredients & Innovative Esters



Ross Organic

PH: 562.236.5700 • www.rossorg.com