



December 23, 2017  
From Steve Robinson, President

Hi All,

As many of you know, **Jim Semitekol** is retiring at the end of 2017, and we are now quickly approaching that milestone! With Jim's retirement comes some organizational changes but, before we talk about that, let's talk about Jim!

Jim joined **MacPherson's** in 2001 as Director of Operations. Since joining the company, Jim has made many game-changing contributions, playing a key role in our growth and success. I can't underscore the importance of Jim's contributions and the impact they have had on our growth and financial success. Jim has lead numerous warehouse relocations including one construction project. He has installed our ERP and then made multiple upgrades, revamped our website and added various systems for managing the DCs and purchasing. Jim also ensured we maintained high levels of financial discipline and accuracy in accounting and inventory management. Lest we forget the band, Jim lead the company band "**One Night Stand**" with some wicked guitar playing at parties and trade shows.

Not all operations leaders do well on customer visits and meetings, but Jim's affable manner enabled him to lend a hand on the sales and marketing side too. Jim was key in managing our chain store relationship over the years and could also be found on countless other customer calls and vendor meetings, not to mention trade shows and Dealer Workshops. Jim seemingly can do it all!

We owe Jim a debt of gratitude that we cannot repay. I honestly believe we would not be the market leader we are today had it not been for Jim's leadership and contributions.

Now that we have lauded Jim's contributions, let's talk about the transition.

**Jim** is not leaving us 100% as of January 1st. Jim will continue to serve MacPherson's as a consultant, providing guidance and feedback for both the Senior Leadership Team and the MacPherson's organization as a whole to ensure a successful transition. Jim will have office hours in Emeryville three to four days from 8am to 12pm.

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Jim's experience and knowledge have become an integral part of the company and cannot be easily replaced. Few people possess all the expertise that Jim has acquired over the years. In reviewing how to restructure with this change, it provided an opportunity to align activities around the strengths of the SLT, and the needs of the business moving forward. With Jim moving into his consulting role we are very excited to announce the following organizational changes:

Inventory management and product development will now report in under **Michael Lin**.

Our goal to provide service brilliance to our customers requires all aspects of the customer experience to work together to showcase the value we bring to our partners. This requires a cohesive plan that runs from sales & marketing through inventory management. This move allows all activities within product planning, inventory management and customer service to operate under one common leadership structure, to ensure these activities all support our customers in the best way possible.

**Owen Leahy** and his team, along with **Jeff Scholz** (our new IT Director) and his team will move under **Eric Matthews**, who will be promoted to Chief Financial Officer (CFO) effective January 1. The past year has taught us that data analytics and IT infrastructure investment is critical to the success of the company moving forward. To provide greater value to our employee-owners and our customers, it is necessary to thoughtfully plan and budget a strategy in this area. This structure will allow the Data and IT teams to work towards this common goal while developing a plan to prioritize the resources and capital needed for these investments.

Over the last few months, Jim and I have jointly managed Michael Lin and Eric Matthews. As of January 1st, all of the SLT will report directly to me.

Thanks,

Steve

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