

2010 Poster Child of the Year

TradeWinds Services has chosen its 2010 Poster Child of the year, Tristen Cook. Tristen, who is 2 years old, is a toddler in our childcare program. He came to TradeWinds when he was just a newborn. Tristen, who is diagnosed with Down Syndrome and an underdeveloped kidney, has brought joy to the lives of TradeWinds staff members and therapists. He is known around TradeWinds as a very happy child who is constantly laughing and is quite the chatterbox.

The Cook family expressed their gratitude in a letter written to TradeWinds. "If it were not for your organization, we honestly do not know what we would do. TradeWinds has welcomed us with open arms, when other child care centers did not want to be bothered with responsibilities of dealing with a child with Tristen's needs. Because of this, my husband and I are both able to continue working. The staff of Tradewinds are like a family. They know us by name and have learned how to communicate with him. We have become comfortable with and trust the staff at Tradewinds and greatly appreciate all that they do."

Thank you to the Cook family and TradeWinds staff members that have made a difference in Tristen's life.



2010 Poster Child, Tristen Cook



First Midwest Bank Donates to Endowment Fund

First Midwest Bank employees presented a check to TradeWinds Services Executive Director, Jon Gold, in the amount of \$10,000 on November 19, 2009.

TradeWinds Endowment fund helps to ensure that TradeWinds is able to provide needed services for children and adults with special needs in Northwest Indiana indefinitely. This fund which has accumulated over \$2,500,000 since its inception, is matched 5% by a benevolent donor every year.

Pictured above from left: Brad Vosberg, Regional Retail Sales Manager, Jon Gold, TradeWinds Executive Director, Yvette Johnson, Manager Gary Calumet Office, and Gail Watkins, Senior Group Branch Sales Manager.

For more information on how to donate to this fund, please call TradeWinds Marketing Department at 219-949-4000.

Meet the New TradeWinds!

TradeWinds Services logo, brochures, and website are currently in the process of being rebranded and redesigned. The marketing department, lead by Director of Marketing, Crystal Sands, has been in the process of rebranding TradeWinds look and overall message. "It came time to update all of our marketing material so that we could modernize our brand and also make a statement to all of our supporters and donors. We needed a cohesive brand identity that would be recognizable in the community and consistent throughout our agency." The logo has been completed and the brochures and website are expected to have the finishing touches on them by the end of December. Changes to the website include, fundraising event sign-up tab, submitting donations online, and a new section that will allow Sign Shoppe customers to look at our extensive portfolio.



New TradeWinds Logo

The new brand will also be showcasing the success stories behind TradeWinds and the progress that has been made from adult clients and children. "We have so many wonderful success stories at TradeWinds that we see happen everyday. We want the community to be aware of everything we are doing in order to improve the lives of the clients we serve, as well as the community-at-large," said Director of Marketing, Crystal Sands.

The new brand concept is set to be in place by the end of December. The new focus will help TradeWinds to modernize their brand identity, be more informative for donors, simplify the donation process, and give the Sign Shoppe more exposure for business.



Pictured above is the new TradeWinds lobby that is being remodeled as part of the rebranding process.

TradeWinds Sign Shoppe Launches New Product Line

TradeWinds Sign Shoppe is launching their new product line, just in time for the holidays. "Quotes to Stick By" is interior wall art that can be utilized inside a home or office. This type of wall art is easy to apply to any wall surface and is a great way to decorate a room or showcase a business.

This new product line was initiated by Tricia Vigland, TradeWinds Sign Shoppe Manager, during the remodeling of the TradeWinds lobby, as part of the rebranding process. The Sign Shoppe can produce customizable wall art for any home or business or customers can also order from the new product line catalog.

For more information on this product, please call the TradeWinds Sign Shoppe at 219-949-4000 Ext. 229.

Quality Accessories Creates Job Opportunities

Quality Accessories is an organization that manufactures polish and sanitation goods for the Ophthalmic industry. Items that are most familiar to the general public are eye glass cleaning clothes and sprays. For over a decade, Quality Accessories has subcontracted the packaging operation of their products to TradeWinds.

TradeWinds subcontract consists of packaging over 60 different eye glass cleaning clothes of various shapes, sizes, and colors, including eye cleaner spray bottles. This work enables 25 people with disabilities in TradeWinds Industries Assembly and Packaging division to have reliable work.

In the past 14 months, our production crew members have assembled and packaged 1,020,242 eye glass cleaning packets that meet customer quality specifications.

We extend our gratitude to Quality Accessories for the long-term business relationship with TradeWinds Industries.



Quality Accessories product line that is packaged at TradeWinds Services to produce work for adults with disabilities