

# RIZE

# & Shine

Rize Enterprises, LLC. Brentwood, NY

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At this time of year, most of us take the time to reflect upon the past year. We think about our accomplishments and how they correspond with the goals and resolutions we set forth at the beginning of the year. And, we ponder about those things for which we are thankful. In this worldwide recession, it is very easy to get caught up in the negativity that is assaulting us from many directions and thoughts usually turn to how this poor economy has affected us both in business and personally. All of us have been put into such a tailspin that it is often difficult to glean "the good" from this past year. But, if we look hard enough, I am sure virtually every single one of us can find at least one thing, if not many, for which we are thankful.

Having a job, a roof over our heads, food in the pantry, medical care for a loved one, even family and friends who care about us, are just a few of the personal reasons for which to be thankful. Rize, as a business, is very thankful for our hard-working and loyal employees, who have helped us to thrive. We are

also extremely thankful to our customers who trust us to provide them with the best and most up-to-date products, and the wonderful customer service we offer. As many young companies flounder in this economy, Rize is very proud that it continues to grow and prosper, despite the harsh economic situation. We could not have done this without you, our loyal customers, and our very special employees.

Our employees and customers share the vision of Rize. Together, we have worked to improve the way things hang, both in industrial and agricultural applications. As a committed team, we can continue to transform both!

Wishing everyone a wonderful holiday season. Looking forward to a year filled with world peace and prosperity.



Randall Hinden  
President



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## PT Supply Denver, CO

Paul Twining, President of PT Supply in Denver, Colorado, described the spirit of carrying the complete Rize product line on a daily basis. "When we show our clients a new product from Rize," he said, "all they want to know is when can we get it to them!"

PT Supply has served the Denver area for about 12 years, and Paul is very impressed with the suspension options that Rize has to offer. Although one of the newest Rize distributors, he has already become one of our biggest fans. "I have never seen anything that cuts installation time like the Kwik-Loc line of products" he said. "My customers have had installation times reduced by 25-45% just by utilizing Kwik-Locs. It is usually the first product we show them in the field, and the results have been fantastic!"

Thanks for your efforts Paul, and here's to many more successful years of working with the full line of Kwik-Loc products!



## Expo Ferretera Guadalajara Jalisco, Mexico

Rize Enterprises took another step forward into the Mexican market recently, by being present at Expo Ferretera 2009 in Guadalajara. Director of International Sales for Rize, Caio Brandao, says it's the most important show for the construction industry in the country.

Caio and Bill Whobrey, Rize Midwest Regional Sales Manager, were very excited at the amount of potential clients who showed interest in obtaining Rize products. Mexico is surely going to be a great new market for Rize.



The vast array of Rize products on display at Expo Ferretera



Director of International Sales, Caio Brandao, and Midwest Regional Sales Manager, Bill Whobrey



## Lightshow West Los Angeles, CA

Rize Enterprises recently attended the 2009 edition of Lightshow West, held October 20-22 at the Los Angeles Convention Center. The event brought in over 1700 attendees, and had 162 exhibitors.

Jim Guy, West Coast Regional Manager for Rize, was there in person to introduce the full range of products available from Rize Enterprises. He was impressed with the turnout. "I think it's a great sign that the economy is on the rise when several attendees come from across the country to visit a regional trade show so they make sure to stay on top of industry trends." Jim said he talked to owners and executives from businesses from Florida, Georgia, New York, Ohio, and Pennsylvania, as well as the expected Western States' representation.

The biggest hit of the show was the Starter Kit and the Toggle and Carabineer hanging system. "I'm really getting the message across to our clients that Rize is a suspension specialist company and that we do a lot more than just steel cable and cable locks. Whatever your suspension needs happen to be, Rize has a system that will decrease your installation time and increase the overall profitability of your projects."

You will find Jim and the Rize Enterprises team at the 2010 Lightfair Show, to be held May 10-14 in Las Vegas. See you then!

## Employee Profile: Christine Lovaton

Christine Lovaton joined the Rize Enterprises team just over a year ago, in the position of Administrative Assistant. The diverse job keeps her on her toes, keeping track of customers and sales, making travel arrangements, researching potential construction projects and distributors for new business opportunities, and tackling the tons of paperwork she does for the company. According to Christine, the best part of her job is that it "never gets boring!"



Christine and her husband, Cesar, were married in the United States in 2008, but they took a trip to his native country, Peru, to be remarried this past spring. The two-week long trip was "a life-changing experience", says Christine. It was the first time she met her husband's entire family, and the first time she ever travelled outside the U.S.

## United States Postal Service Dallas - Ft. Worth, TX

The future is a little brighter now at the United States Postal Service Distribution Center at Dallas-Ft. Worth. Funded by the government stimulus package as part of the green movement, the facility has undergone a lighting makeover. The lighting retrofit features new energy efficient light fixtures supplied by Summit Electric. While one will certainly notice the new lighting, there is a small but important detail that may go unnoticed. Each new light fixture is suspended by a Kwik-Loc cabling system by Rize Enterprises. The Kwik-Loc system effectively reduces installation time and cost, keeping projects on time and on budget. Rize Enterprises is your suspension system specialist for any job!



The Dallas-Ft. Worth United States Postal Service  
Distribution Center

## Lucky Winners

Our lucky winners this month will receive a Rize polo shirt. This sporty, short-sleeved polo is embroidered with the Rize logo (shirt color may vary). Enjoy this gift with our compliments. Please call, fax or email us to claim your prize.



This month's winners are:

**Dan Drake**  
Jim's Supply Co Inc.

Bakersfield, CA

**Tony Sneed**  
HDR Engineering

Phoenix, AZ

**Congratulations!**

# Hang it Right!

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ENTERPRISES, LLC

*Kwik-Locs and wire rope combine for a safe, strong and lightweight suspension system. Four Kwik-Loc sizes are available, with working loads of up to 640 lbs.*



*A "Y" shaped carabiner hanger is used for hanging cable tray and cable basket. A protected loop prevents chafing of the wire rope.*

*Carabiner ends make installation quick & easy. Available in both 1/16th and 3/32nd inch cable.*



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