What is Strategy? A strategy is a clear, articulated plan outlining business goals, including methods to accomplish those goals and steps to measure their effectiveness.

Our Strategy? Inorganic Ventures’ theme for 2021 will be “Back to the Future.” Our strategic direction in 2021 will be broken up into four objectives and is a continuation of the Vanguard Strategy from previous years.

1. OPTIMIZING CRITICAL RELATIONSHIPS
   First, we will continue to optimize relationships within our distribution network with the goal of categorizing and consolidating customers to work directly with these distributors. We will identify and cultivate our top customers with open communication and extensive support.

2. RECLAIMING PAST GROWTH
   Secondly, we will actively work to regain the revenue lost during the 2020 pandemic. Inorganic Ventures will take action by evaluating stock product lines, adding profitable, highly demanded products to our portfolio, and pushing custom product.

3. EXCITING NEW GROWTH AREAS
   Next, we will differentiate our space in the industry by pursuing custom opportunities within the markets we currently serve. Inorganic Ventures will be equipped and organized internally to take on these new projects.

4. MAXIMIZING EFFICIENCIES
   Lastly, we will maximize efficiencies within our internal processes to fully support growth and success in all areas of our organization.

Communication Strategy
To keep this strategy alive, we have increased communication points and frequency. In the coming weeks, we will be having conversations with many of you to gather feedback, build task forces and continue further planning. It is important that we hear from our employees and partners and we hope you will share with us:

• Where do you see yourself contributing to the objectives above?
• In what ways can you commit to our shared growth and success?

Our goal is for the principles of “Back to the Future” to be the backbone of all IV initiatives, but to make this possible we need to be fully aligned and on the same page. We hope you will stand with us and share our excitement as we take on a new year together.

– Christopher Gaines
Uncovering Second Source Requirements

We receive requests for second source blends from our customers quite frequently. But in our experience, the term second source can have a variety of definitions which depend on the customer’s industry, accreditations or regulations. The needs of these industries and accreditations are not always communicated clearly, making it difficult to find the appropriate solution.

The term "source" can refer to the supplier of the starting material, the chemical form of starting material, the lot number of the starting material, the supplier of a prepared standard, the lot number of a prepared standard, etc. In order to provide our customers with standards that meet their specific second source requirements, we must know how the customer defines second source.

Our Inorganic Ventures distributors can help us relay this information to customers to be sure we are meeting their needs as best we can.
Inductively coupled plasma (ICP) spectroscopy is an analytical technique designed to detect and measure elements from chemical samples. As such, it has a range of applications and is especially important in the biomedical and pharmaceutical industry.

ICP spectroscopy is based on the ionization of a sample by plasma, typically generated through the ionization of argon gas by radio frequency energy. Commonly employed in inductively coupled plasma mass spectrometry (ICP-MS) and inductively coupled plasma optical emission spectrometry (ICP-OES), these two instruments have a number of advantages over comparable technology used for trace element detection. Notably, they allow multiple elements to be measured simultaneously and possess a large analytical range, which outstrips the single element capabilities and limited analytic range of flame atomic absorption and flame atomic emission.

The vital role played by ICP spectroscopy in many industries requires that the technique remains reliably accurate. Instrument calibration involving calibration standards is essential for ensuring accuracy of measurements.

**WEBINAR**

**Improving ICP Calibration: A TROUBLESHOOTING SESSION**

_Thursday, January 7  9:00–10:00AM EST_

**SPEAKERS:**

Lesley Owens, PhD  
Manager, Technical Support

Michael Booth  
Director, Quality Control

Visit our blog to learn more about the importance of ICP calibration standards
Paul delivered heartwarming remarks at our holiday greeting over Zoom this year.

He opened by asking, “What have I learned that I can carry forward?”

His statements reflected on a question that most ask every year; but it seems to hold much more weight this year, than in the past. We have truly seen examples of both the “best times and the worst times this year,” as Paul accurately stated. Despite having the odds against us, he said, “we are still here; we have jobs, a future that looks bright and hope for good times ahead.” Inorganic Ventures also has the “confidence that we are equipped to survive the worst of times” declared Paul.

This year, it became much more obvious that Inorganic Ventures is blessed with dedicated employees. It has been tough, but we have continued to lay the foundations for a bright future and move forward as a team.

Paul went on to say, if we continue to set our standards high, we will continue to grow and prosper. We are blessed with a gifted management team that has worked together and “led this company through an era that has unfortunately been the demise for many companies” he added.

“Inorganic Ventures has continued to earn the reputation of being the best CRM manufacturer in the marketplace. It goes the extra mile to care for all of our distributors, its customers and for one another” said Paul.

He stated that Christmas is a time when we are reminded of the human capacity for goodness, love, giving and receiving. May we give and receive the unselfish gift of love this Christmas. In closing, Paul inspired “May it be a time of deep joy in every heart. I wish you all a very Merry Christmas and a Happiest of New Years!”
Donna's daughter and her husband love to make memories by dressing up for special occasions. We are loving the festive Grinch theme this Christmas!

Becky's family enjoying Illuminights!
The spirit of giving is alive and well at Inorganic Ventures! Vanguardians enjoyed getting surprises in the mail from their Secret Santas. Thanks to all who participated!
EMPLOYEE SPOTLIGHT

Hanna Quesenberry
PACKAGING

1. **How long have you worked at IV?**
   It will be 3 years in March!

2. **Tell us about your family!**
   I am married and have one daughter Madilyn, who is almost 3. I am an only child, and my parents live about 10 minutes from me which is nice because my mom and I are very very close. I also have a very active 7-year-old lab/German shepherd mix named Buck, who I adopted as a tiny puppy.

3. **What is your favorite restaurant, food or both?**
   My favorite restaurant is without a doubt the Cheesecake Factory! I am such a sucker for anything cake related, and their cheesecake is my favorite. I will also never turn down Mexican food and my favorite "local" restaurant would be Roca’s.

4. **What are you currently watching on Netflix/Hulu/Prime, etc.? Or, what are you reading?**
   I am not a huge TV watcher, but I am currently finishing up Virgin River on Netflix. I also love anything on the I.D. channel and episodes of The Office or New Girl when I get the chance.

5. **What are your favorite hobbies outside of work?**
   Shopping! I love anything clothes or shoes related, and I love home decor. I also don’t mind a little travel and I spend a lot of time with Madi at parks, playgrounds, local festive activities, and just outdoors in general.

6. **Share a unique fact about yourself.**
   My parents were told they would never be able to have children and after 24 years of marriage they were very surprised to find out about me!

7. **What is a common misconception people have about you?**
   Probably that I am younger than I really am based on my looks or that I’m unapproachable because I have such a bad “resting” face. I am shy at first but quite outgoing once you get to know me and love a good conversation.

(Pictured l to r, above): Hannah and her daughter, Madilyn. Madilyn swimming. Hannah’s dog, Buck.
Beginning in February, we'll be starting a new monthly Cross Department Training program for employees. As we move to build a stronger IV that is capable of expanding our products and services, we need employees to understand the role that everyone has in our success.

**GOAL:**
Each and every department at IV plays a vital role in the manufacture and sale of our products and services. Even before the pandemic, some departments could go days and have very little interaction with each other. Therefore, it’s challenging to build a sense of community and camaraderie within our employees. By learning more detail about what each department does, employees will gain a better understanding of how to work more efficiently with each other.

**PROCESS:**
Each month, two departments will give a 15-minute presentation on their department with time for questions. Total presentation will not last more than 45 minutes. These will be recorded for future new hires. We will provide a PowerPoint template and format to follow to make these easier to prepare.

**BENEFITS:**
We hope the engagement between departments is the greatest benefit, but we also understand that this is a layer of extra work. Therefore, each employee in the department that presents will be treated to a $15 restaurant card.

*Stay tuned for more information soon!*