

JUNE 2019

RESPECT • HONESTY • TIMELINESS • GENEROSITY • PURITY OF INTENT

# Standardmatters

WE ARE DEDICATED TO MAKING SAFE, EFFECTIVE, & NATURAL HEALTHCARE SOLUTIONS EASILY ACCESSIBLE TO ALL.

## Strategic Plan 2019 – 2024

by Elyse Boulanger

We are very excited to share with you this initial peek at our five-year strategic plan! After a series of meetings conducted over the last months, our key strategies were narrowed to Revenue, Regulatory, Relationships and Resources – the “4 Rs.” In development of this plan, we also reviewed our vision and core values again and, in doing that, we believe they remain appropriate and will also drive alignment on WHY we do what we do (vision) and HOW we do it (core values).

What does this strategic plan mean for each of us? At its heart, it means alignment throughout the company. Development of the strategic plan included all senior leaders and members of their teams to ensure each of your roles was considered and will be part of our future growth. Now, with clear short, medium, and long-term objectives established, we can all properly prioritize our time and resources by asking: “Does this initiative fit into one or more of the 4 Rs?” If it does, we can confidently allocate resources accordingly.

There is still more to do, including establishment of key strategies and measures of success, which is in process. Senior leaders have developed some strategies and metrics with their teams that will be rolled up into those. In June, you will work with your leads to develop your own Employee Goals that will support the “4 Rs”. Our hope is to have everything tied up and ready to roll out when the new fiscal year starts July 1.

Communication around the strategic plan will be ongoing. We want to make sure that each of you understands the plan, your role in it, and our progress against it on a regular basis. We want to provide the information you need to stay focused on key initiatives related to the plan. At the same time, a strategic plan needs to be both a living document and process, that will change as needed. Your input and feedback will be part of that, so please know we want to hear from you. If you have questions or comments, ask your supervisor, manager or call Elyse at x2242 or email [elyse@hylands.com](mailto:elyse@hylands.com).

We are confident these 4 Rs are key drivers to ensure we can deliver on our vision – safe, effective, natural healthcare options accessible to all – and provide a fulfilling workplace for employees for another 100 plus years!

### VISION:

At Hyland's we are dedicated to making safe effective and natural healthcare solutions easily accessible to all.

### CORE VALUES:

Respect \* Honesty \* Timeliness \* Generosity \* Purity of Intent

## OBJECTIVES AND GOALS

### REVENUE

- DRIVE REVENUE THROUGH CONTROLLED PROFITABLE GROWTH
- Grow gross sales by 8-12% annually while improving gross margins and earnings.

### REGULATORY

- IMPROVE THE COMPANY'S RISK PROFILE WITH FDA
- Close out all Untitled letters and Warning letters from FDA within time line commitments

### RELATIONSHIPS

- DELIVER HYLAND'S BRAND PROMISE BY ACTING ACCORDING TO OUR VISION, PURPOSE AND CORE VALUES
- Establish the key performance indicators (KPIs) for major stakeholders (staff, customer, consumers, vendors) by 12/31/19 and improve annually

### RESOURCES

- STREAMLINE PROCESSES AND OPTIMIZE RESOURCE ALLOCATION: PEOPLE, TIME AND MONEY
- Invest in, and properly resource sustainable projects that have a positive ROI that improve operating margins and are consistent with this plan. Achieve an operating margin of 12-13% by 6/30/2024. Discontinue projects that fail to meet any of these criteria.

Standard Matters is published by Standard Homeopathic Company to provide information to all employees about the happenings across all of our companies. Input is welcome and ideas, comments and stories should be forwarded to [beth@txoptions.com](mailto:beth@txoptions.com).



# JAY'S JOURNAL



Musings and jottings,  
....disparate thoughts as  
we approach years' end.

As part of our reorganization, the company is recruiting for several senior leadership positions. The process involves the customary job description and requisition, but this is not the whole story. Each position is mapped to four domains: education, training, experience, and culture. Then, we assess each candidate for the same variables and determine the fit.

So, for example, a position may require a graduate degree in sciences or business, extensive training in specific regulations or process, long experience as a practitioner in the field and the right culture. Culture - "Culture eats strategy for breakfast" is a great business saying. Culture for SHC means our core values: Respect, Honesty, Timeliness, Generosity, and Purity of Intent; as well as our beliefs: we do work in a higher purpose, work in the care of others, and have the responsibility to do better and BE better every day. Culture attributes are essential.

Returning to the example, the right candidate might have a Ph.D. in Pharmacy, training in GMPs and regulation, long experience in practice, and love our values. Any box that doesn't get checked eliminates (and this happens) the candidate. In another example, we might have less emphasis on education, but training as a master electrician or master mechanic might be required, along with years of experience and the right culture. The value of skilled craftspeople in our business cannot be underestimated - we rely on the experience and training of our artisans to make our medicines perfectly. But culture is key.

Thinking about culture, the company has numerous programs and initiatives intended to reinforce the community that we

desire. Our education program, "GED to Ph.D." is a favorite. We encourage you to pursue the education of your choice - finish a GED, earn an associates or bachelors degree, even a masters, MBA or Ph.D.! We will help you pay for it. We ask only that you study hard, learn, and grow. That's it! If you would like to participate, contact our HR team, or your manager.



SHC is also sponsoring training programs for staff. I cannot tell you the joy it brings me to see our students learning math and technical skills at six in the morning. Nothing (well maybe my beloved Hannah) makes me happier. These programs run in sessions, if you would like to join, your manager will have access to the schedule.

Don't forget our volunteer benefit. You are eligible for 16 hours of pay per year (in 4 hour increments) to volunteer - in your community, child's school, or church-based programs. If you can, attend our *A Place Called Home* volunteer service beach day with the kids on July 19. I have participated in this day-long event; what could be wrong with a day at the beach with scores of happy children? It's really just too much fun, and a great way to help the kids in the community.

As we approach the end of our year, things are looking pretty good! Our

consumers are delighted, retailers are in pretty good shape, and you have done much hard work to get us here. We have significant work left to do - particularly in validation, executing on quality initiatives, bringing Main Street to full capacity, driving new products, and helping our Hyland's moms. The work you have done to get us through the year is significant, valued, and appreciated.



## IN THE GARDEN...

In the garden, we are in prime time. The flowers are rioting. The azaleas are finishing as are the peonies. Early blooming wisteria peaked on Mother's day, the late bloomers are beginning to flower. On the south walls, the roses are in bloom. Grapes, peaches, apples, cherries and plums have set fruit. We will start



harvesting cherries shortly. The bees are busy, that's for sure. The passage of time in the gardens never ceases to astonish me.

Photos clockwise from top: Clematis erecta, Azalea (Rhododendron sp), Peony (Paeonia off), Blue flag (Iris vers), Grapes (Vitis vinifera) setting fruit, Horse Chestnuts (Aesculus hippocastanum).





# HUMAN RESOURCE

## Welcome To Our New Team Members



**Jose Lira**  
Maintenance  
Mechanic 2  
Main St, CA

Jose has extensive maintenance experience in food manufacturing, pharmaceutical fields and with cGMP maintenance systems and procedures. Jose will be responsible for the preventative maintenance, repairs and operations of the facility support equipment on 2nd shift. In his spare time, Jose likes to spend time at the lake and ride his jet ski.



**Farokh Farokh-Mehr**  
Manager, Quality  
Control  
Main St, CA

Farokh will be leading our Laboratory and Quality Control team as well as overseeing method development and validation activities in the Quality Control department. Educated extensively in the U.K., Farokh and his wife have two grown kids, he enjoys nature, and loves all kinds of sports.



**Erica Lau**  
Associate Manager of  
Design & Production  
Corporate Headquarters, CA

Erica is our first in-house artist and will be helping with many of our creative needs. Erica has many hobbies and interests including cooking/baking and trying new recipes. She likes to relieve stress with kick-boxing. She is also a dog mom to Jack, who loves walking on the beach and people/dog watching.

## Welcome Mason Li Yuan!



Yidou Li would like to introduce the newest member of her family, Mason. Born on 4/26/19, at 6lbs, 12oz and 19 inches long, he is perfect in every way and doing great! Ever since this little guy came home, he's been training in snuggling, sleeping and laughing. Yidou thanks everyone for sharing this joyous news. Congratulations to Yidou's whole family. ♥

## MARK YOUR CALENDAR

**Shut Down**  
**June 24-28**  
**LA Manufacturing**

**LA Food Bank**  
**Volunteer Days**  
**June 25**  
**June 26**

**APCH Beach Day**  
**July 19**

**Sutton Picnic**  
**July 19**

**LA Picnic**  
**August 10**

## APCH Volunteer Service Beach Day Update



Date: 7/19/2019

Location: Will Rogers State Beach,  
Santa Monica, CA

**Come play on the beach with the kids from APCH. This is a truly fun experience for everyone!**

Planned activities include: ✨ Sand Castle Contest ✨ Volley Ball Tournament ✨ Beach Soccer ✨ Frisbee ✨ Swimming ✨ Kite Flying ✨ Lunch ✨

Hyland's will provide bus transportation. Bring sunscreen and a beach towel. Open to all regular full time employees - all shifts. Employees are responsible for communicating and requesting approval from their supervisor in advance.

Please sign up asap to help everyone plan ahead. Sign up deadline is on 07/09/19.

FAQs available from [Beth@txoptions.com](mailto:Beth@txoptions.com)



If you still have volunteer hours to use, and you don't want to take PTO during LA Manufacturing shutdown, here's an opportunity to help our community and get paid to do it! Two volunteer events are scheduled during Shutdown, at the LA Food Bank. They will take place on June 25, from 9am-noon and on June 26, from 1-4pm, the sign-up deadline is June 17. Please sign up asap. These events are open to all regular full time employees.

## Verbum Dei News by Jeannine Taillac

Jaime Flores, our senior intern from Verbum Dei High School, is graduating in June! Jaime worked for Hyland's as part of Verbum Dei's Corporate Work Study Program (CWSP), spending all four high school years with our IT department learning and helping our employees. Students in the CWSP not only gain valuable work experience, it is also part of the classwork at school where they are graded on their work performance. In the class they learn basic business skills such as time management, business writing, resume creation, interviewing skills, planning, self-assessment, portfolio creation and portfolio presentation. Jaime made his senior presentation to his coworkers at the end of May.

Jaime was accepted at several schools and has chosen to attend Long Beach City College starting this summer and he is also already registered for classes in the fall. Jamie plans to transfer to a four year university after completing his general education requirements to study Computer Information Systems. We wish Jaime a great college adventure and know he will do well!



### See you in September...

As the school year comes to a close, we'd like to thank all of our Verbum Dei student interns for all their hard work this year: Jaime Flores (senior), Jayvelle Davis (junior), Geovanny Martinez (sophomore) and Jorge Reynaga (freshman). Their last full week of work is May 20 and then they head into finals. When you see them around the office, please wish them well on their studies and summer plans.

Special thanks to our 2018-2019 supervisors, **Julie Lara, Angela Gonzalez, Dazzel Pascua and James Frey** for their time and dedication this year. Their efforts help make the Corporate Work Study Program successful and for that we are grateful.

***SHC's support of the Corporate Work Study Program is one of the many ways we continue to work toward a higher purpose and in the care of others, and strive to do and be better every day.***

## Protect and Secure Your Digital Space

by Stephen Reta and the Cybersecurity Team

### Know what devices contain secure information.

Computers and mobile phones aren't the only devices that capture and store sensitive, personal data. External hard drives, USBs, tape drives, embedded flash memory, wearables, networking equipment and office tools like copiers, printers and fax machines all contain valuable personal information.

**Clear out stockpiles.** If you have a stash of old hard drives or other devices, information still exists on them, even if they're in a locked storage area.

**Don't wait.** Empty your trash or recycle bin on all devices, and be certain to wipe and overwrite. Simply deleting and emptying the trash isn't enough to completely get rid of a file. You must permanently delete old files. 'Wipe' and/or destroy unneeded hard drives as soon as possible. Use a program that deletes the data, 'wipes' it from your device and then overwrites it by putting random data in place of your information – that then cannot be retrieved. Various overwriting and wiping tools are available for electronic devices. For devices like tape drives, remove any identifying information that may be written on labels before disposal, perform a full factory reset and verify that no potentially sensitive information still exists on the device.

**Decide what to do with the device.** Once the device is clean, you can sell it, trade it in, give it away, recycle it or have it destroyed.

**Failed drives still contain data.** On failed drives, wiping often fails; shredding/destruction is the practical disposal approach for failed drives. Avoid returning a failed drive to the manufacturer; you can purchase support that allows you to keep it – and then destroy it.

**To be 'shredded,' a hard drive must be chipped into small pieces.** Using a hammer to hit a drive only slows down a determined cyber-criminal. Instead, use a trusted shredding company to dispose of your old hard drives. Device shredding can often be the most time- and cost-effective option for disposing of a large number of drives.





## Hyland's Donations and Volunteers at the APCH Cinderella and Prince Charming Event

Hyland's employees from all LA campuses generously donated many beautiful dresses, makeup and shoes for young ladies, and suits, shirts and ties for young men. Additionally, we received new shirts and ties for the cause. On April 5, Danielle Boyce, Emily Lytle-Painter, Angie Martinez and Angela Gonzalez joined 280 volunteers at A Place Called Home for this annual event. Local high school seniors were treated to a day of workshops and chose from formal-wear for upcoming proms and dances. There were 800 dresses and 200 suits and tuxes given, as well as cosmetics, jewelry, shoes and accessories. The American sewing guild and parent volunteers provided alterations while the LA Barber's College gave haircuts to the young men. Angela reported this was a neat experience for herself and the other volunteers, as well as the young people who benefited from the event.



## Measles Outbreak: Policy and News

As we have seen in the news, measles is highly contagious, with cases on the rise globally. Immunization is the only reliable prevention and is readily available.

Symptoms of measles may include fever, cough, runny nose, and a rash all over the body. Complications can include diarrhea, pneumonia, ear infections, encephalitis, and even death.

Responding to the growing number of reported measles cases, SHC has implemented a generous policy to assist employees facing this potentially disastrous outbreak. Encouraging employees and their families to seek immunization, the policy offers up to four hours of special PTO to see to these needs and offers reimbursements for co-pays and office visits. Please ask your supervisor or the Human Resources staff for policy details and how to take advantage of this plan.

Rite Aid stores in California are now offering MMR vaccines to patients three years and older; no prescription or appointment is necessary. Check with your local Rite Aid for hours and availability.

<https://www.riteaid.com/pharmacy/services/vaccine-central>

## PET CORNER

### Knows How To Spot A Good Situation



## Joyce and Tawney

Our special pet this month is an adorable one year old Chihuahua/Terrier mix, Tawney, who belongs to Joyce Keith, our Environmental Health, Safety & Security Manager, who works at Main Street.

This baby came into the Main Street parking lot one night, as Joyce was leaving work. She ran right into Joyce's arms, laying her head on her shoulder, causing Joyce to fall instantly in love.

Joyce took the pup to her vet for a microchip scan to identify her owner. With a heavy heart, Joyce returned her to that home. A few days later, in a surprising turn of events, Joyce received a call from the owner asking her to come and take the pup back!

With the intention of finding her a good home, Joyce went to reclaim her. But very quickly, the little pooch bonded with Joyce's other dogs and even more so with Joyce - following her everywhere and crying when Joyce left the room. Needless to say - she has found her forever home, becoming the fifth adopted doggie to join Joyce's best dressed pack.



♥Pet Corner is a recurring feature in *Standard Matters*. Pets are featured by random selection from the ongoing pool of submissions, so send your pictures and stories to Beth Monaco ([beth@txoptions.com](mailto:beth@txoptions.com)). We also welcome pictures and news about your kids, special events, or anything you want to share.

## 🎵 WHAT'S NEW IN SUTTON 🎵



The Sutton staff contributed to and took part in a pot-luck with a Cinco de Mayo theme. Joanne Long paid homage to Frida Kahlo with a very good costume. Everyone brought their favorite Mexican style dishes and lunch-time turned into a special occasion.



Above: Sutton favorite photo of the month - Samantha's daughter Everly is amazed to discover a creature called 'Fishy' on the table - provided by her grandparents as a distraction from her first ear infection. Looks like it worked!

## Meanwhile in KOP ⚙️ ⚙️ ⚙️

### **Catherine Dow Retiring** ☀️ **With All The Best Wishes** ☀️

After her retirement as Lead Pharmacist in 2017, Catherine stayed on to work with Elyse on regulatory issues and SOPs for the KOP facility. Most recently, on May 10, she retired again, this time in earnest to a more restful retirement. On May 8, the KOP staff took Catherine out for a farewell dinner at the Founding Farmers Restaurant. Congratulations to Catherine!



Back row, L to R: Marie, Jessica, Neil, Peter, Marina.  
Front, L to R: Elyse, Catherine, Ed and Beth.

### **Ed Mansky is a Grandpa - Again!**



Congratulations to Ed and his family as they celebrate Jared, born on 4/22/19 at 8lb, 1 oz. Jared joins his four year old big brother Max, who just really can't wait for him to grow so they can play together. Welcome, Jared! ♥





## PREVENTING STRAINS & SPRAINS

by Joyce Keith

Lifting, pushing, and overreaching are common causes of strains and sprains. Any job that requires you to sit or stand bent in an awkward position for long periods of time can cause excess stress and strain on muscles. Most strains and sprains affect the back, arms, and shoulders. However, there are some very simple things you can do to prevent or minimize body strains and sprains.



Many strains and sprains occur because of poor material handling. Workers lift things that weigh too much, or they lift incorrectly. Lift correctly by bending your knees, not your back. Carry loads close to your body. Injuries can occur when workers try to pull or lift a heavy or awkward object without help or lift an object while twisting from the waist. When carrying a load, avoid bending or lifting upward unnecessarily. Keep as much of the load as you can at waist level.

Get help with heavy loads. Don't try to move or lift an object you can't handle. Instead of lifting a 75-pound load, break it down into smaller parts. If you can't break it down, get help from a mechanical device or lift it with another worker. Make sure moving equipment works properly or it will cause you to strain unnecessarily just trying to get it to work. If the wheels on a cart are not aligned, you could strain your arms, shoulders, and back trying to move it.



Change your working positions frequently. Chronic strain due to an unchanging work position can weaken your back, arms, and shoulders. Adjust working heights to prevent slumping or excessive reaching. A vicious cycle develops when chronic strain continues; muscles become less able to withstand strenuous activity and grow more prone to injury of all kinds.

Stretch during the day to increase your flexibility. Take body relaxation breaks by letting your shoulders and neck muscles go limp; gently swivel your head or arms or flex your hands and fingers.



Take care of your whole body with exercise, proper posture, a sensible diet and adequate rest. If your muscles or ligaments have weakened over time from lack of exercise or age, you are more apt to get a strain or sprain than if you are physically fit.



# POLLINATING IDEAS

## Mother's Day Initiative

by Julie Kim



In celebration of Mother's Day, we announced the launch of #AMotherKnows campaign. A Mother Knows initiative was created to help us connect with our mom consumers and let them know that our brand's goal is to support and encourage moms on the journey of motherhood. Not only does motherhood bring joy but it can also be exhausting and sometimes scary.

With that in mind, we partnered with mom authors to bring forth a collection of real stories by real moms recognizing that not one journey is the same and that every mother has her story. We built a new page on Hylands.com to house the narratives as we are committed to bringing more of these stories on an ongoing basis to share with the mom community. The campaign itself was amplified through our social media platforms and through mommy influencers for 10 days leading into and during Mother's Day weekend.

You can find the stories on our website at [www.Hylands.com/amotherknows](http://www.Hylands.com/amotherknows) where they have been

categorized under headings including: Becoming a Mother, Generations of Moms, Motherhood Is a Community, Learning As You Go and One Tough Mother. If you would like to submit your own story, please reach out to us; we'd love to hear more!

