

FALL NEWSLETTER

# TIGERS INC.

"LEARNING BY EXPERIENCE, FROM EXPERIENCE"



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# NEW PARTNERSHIPS

## LOVELAND FOOD PANTRY



Tigers Inc. has partnered with LIFE to expand their community presence and help more families in need. Students are working to build a content calendar, bring their social media up to date, and help implement systems to progress their organization.

## CINCINNATI REDS



Recently, The Cincinnati Reds have reached out to Tigers Inc. regarding two analytics projects. One group will be working with attendance data from the past twelve years to determine how marketing has influenced viewer turnout. The second group will focus on performance analytics and the effects of the new rules on how it impacts the Reds organization instruction and player evaluation.

## MIAMI TOWNSHIP



Miami Township extended an invitation to Tiger Inc.'s podcast group to improve their social media outreach for the advancement of businesses in the area. They are hoping to have a positive effect on the promotion of Miami Township businesses. The first podcast will feature Holston's Baking Co., to discuss their marketing campaign and the expertise they used to start their business.





**“It was a very meaningful experience being able to talk to my mentor about their career was very helpful in giving me a better outlook on my future. I hope future Tigers Inc. students have the opportunity for this same experience.” -Sam Aness**

# Tigers Inc. Golf Outing

**Taking on a beautiful fall morning with a frost delay, Tigers Inc. geared up for an exciting event: their second golf mentorship outing hosted by O'bannon Creek Golf Club on October 5th, 2022.**

**Students invited various business professionals to talk about their leadership and career experience. From beginner golfers to seasoned amateurs, students and business professionals enjoyed the event and the interactions they experienced while participating in the nine-hole golf mentorship outing. The outing featured ten mentors and twenty-three Loveland High School students.**

**The ten mentors included: Art Jarvis, Matt Aliaga, Holly Hentz, Lynn Mangan, Roger Orsinelli, PJ Boland, Dave Steiner, John Dakoske, Adam Reed, and Craig Murnan. Careers included finance, corporate management, sales, and marketing, and students could connect with a mentor in a career of interest.**

**Mentors reflected on their own experiences and offered insightful advice to the students centered around leadership. Students worked on practicing various soft skills focused on communication and networking.**

**Afterwards, Tigers Inc. students attended a lunch having the opportunity to reflect on various leadership topics with their mentors. Students were able to incorporate Tigers Inc.'s motto of “Learning by experience, From experience” through this event.**

**“It was such an amazing opportunity to be mentored by these outstanding individuals and get insight into their fields of work.” - Addy Freve**

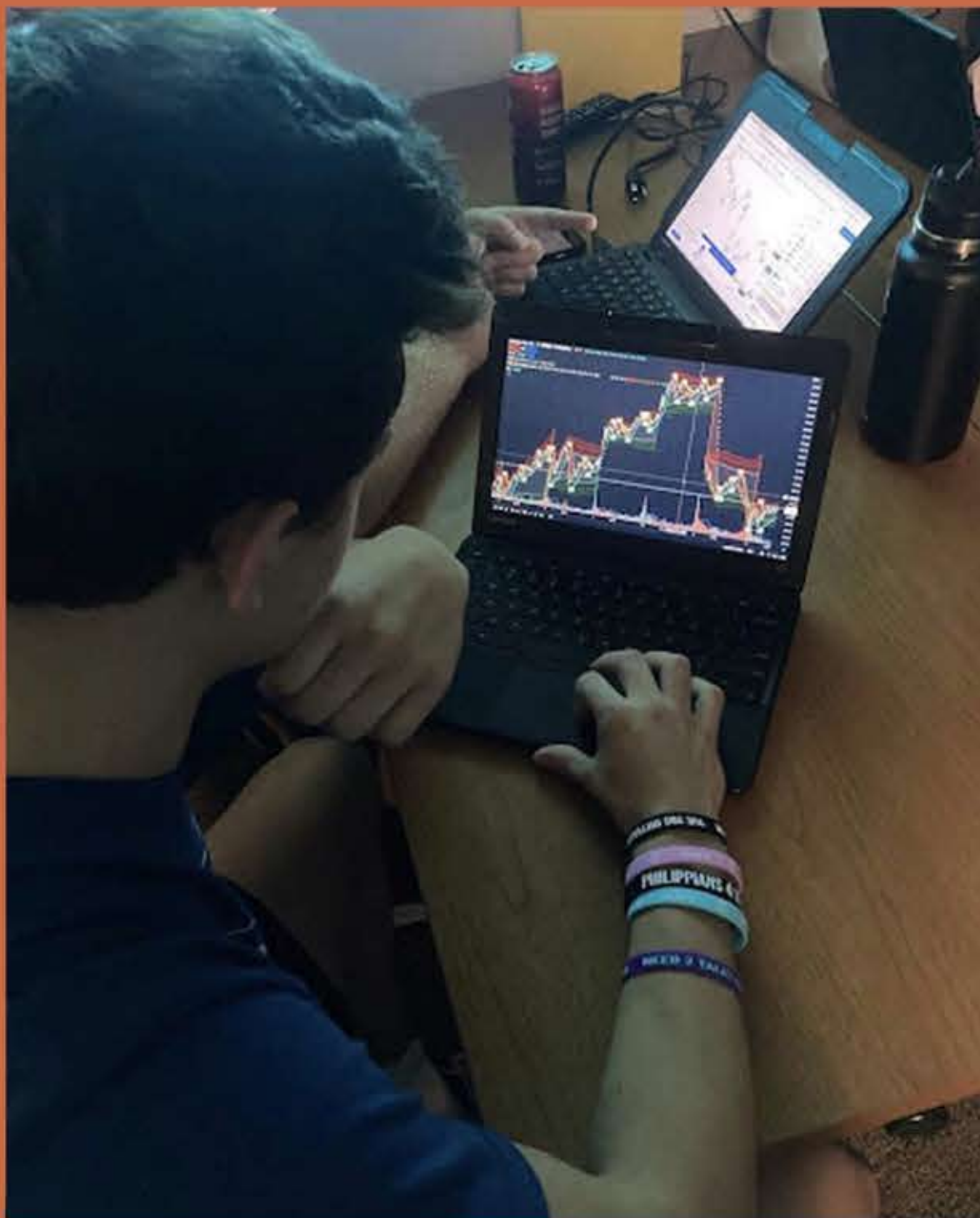
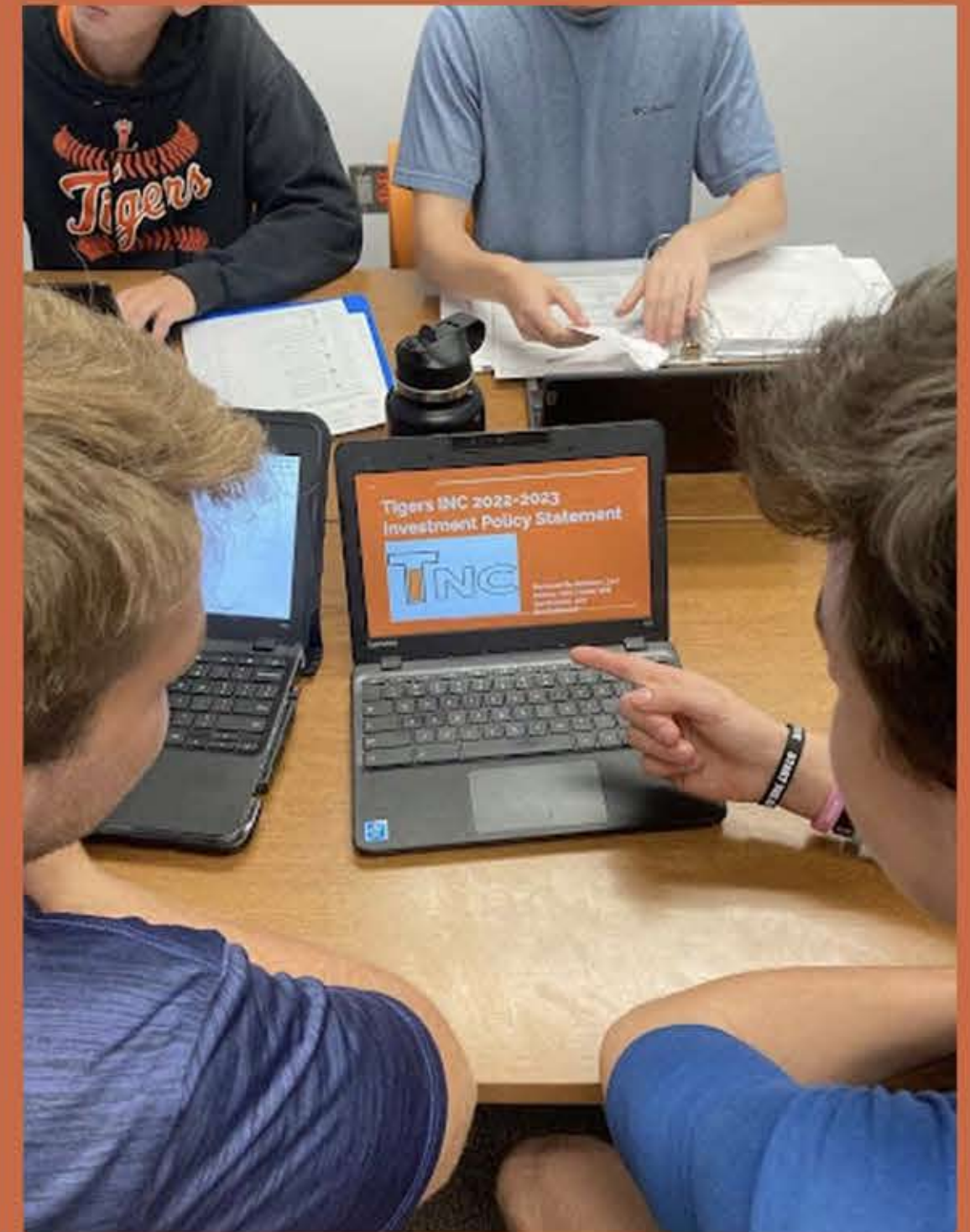




# Wealth Management

Tigers Inc. started its school year with a brand new wealth management team consisting of Sam Anness, Ben Svitkovitch, Joey Combs, and Will Gerstemeier. These students have been working hard and engaging in several simultaneous projects.

They have updated balance sheets, bank statements, monthly income statements, and donation receipts. Students also have the opportunity to manage our student-led investment, actively observe the stock market, diversify their stock portfolio, and trade stocks.



Wealth Management is evaluating the current financial market to detect possible long-term and short-term investment opportunities. Moreover, they are following recent news updates, FED meetings, stock graphs, and earnings reports to determine the potential purchase of securities. Wealth Management organized and presented findings to the Tigers Incorporated Board on December 1st.



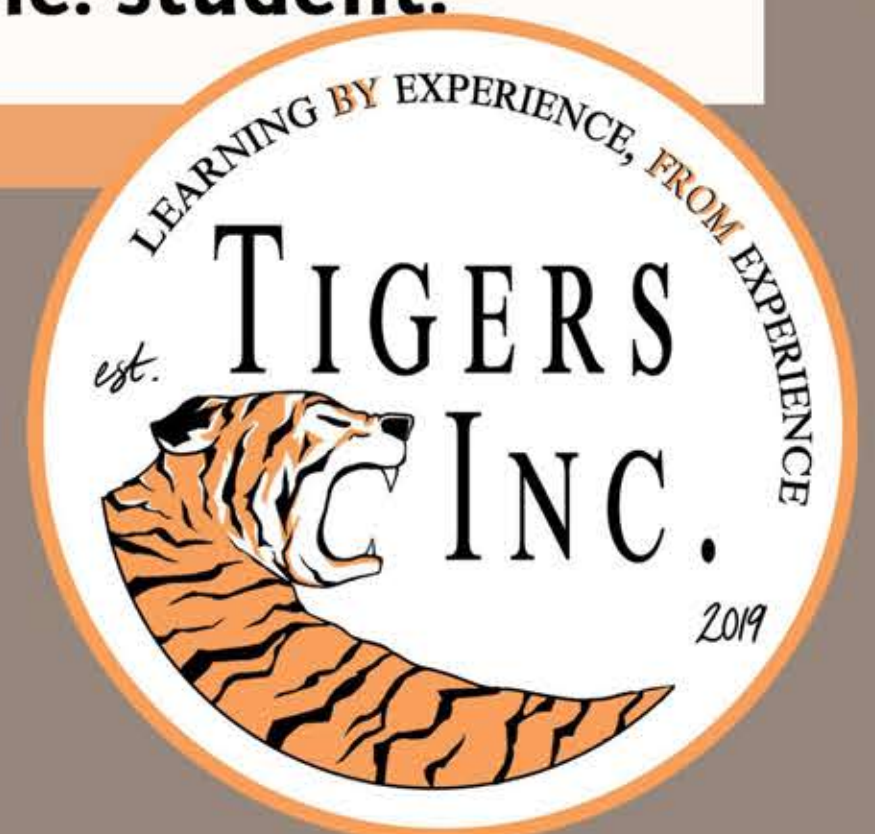
# Tigers Inc. Promo



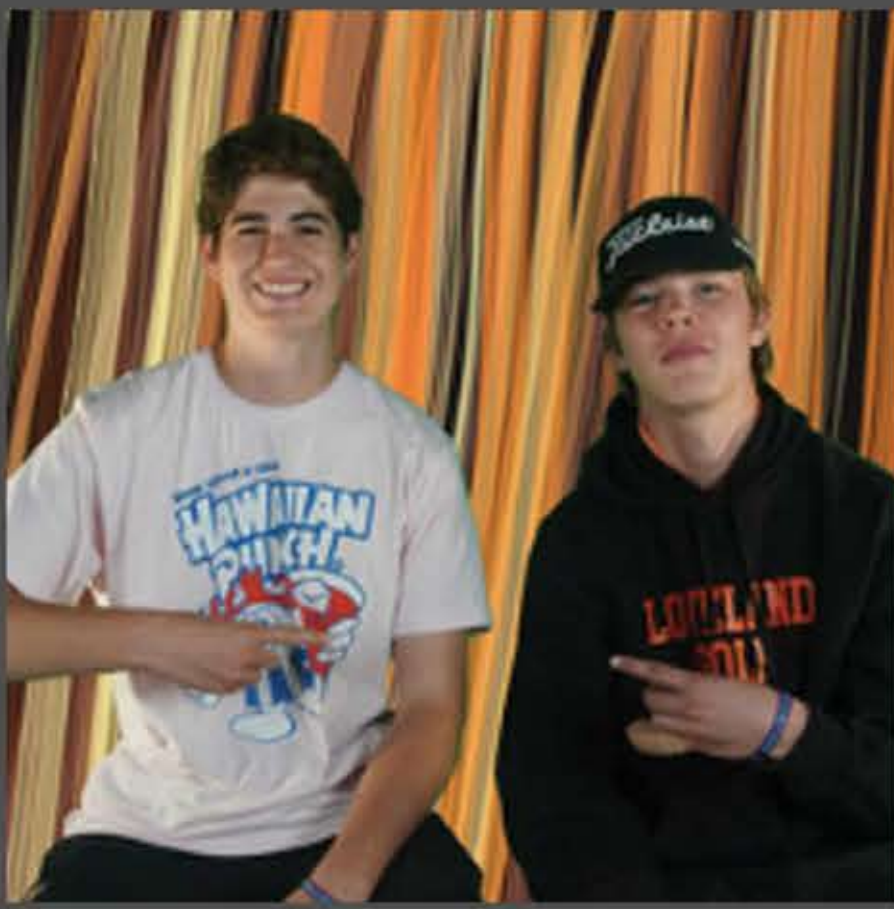
**Working alongside the marketing cohort, Drew Murnan and Riley Loomis have been tackling the promotional side by going to local businesses and shooting videos. Their projects include filming behind the scenes of Tigers Inc. and working with their peers at local companies such as Alley Boutique, Lemons and Limes, and Vibe Fitness.**

**Drew specializes in video development and editing; recently he has been working alongside the Vibe Fitness team to produce training videos and interviews so that athletes can choose which trainer they will fit with best. Drew is also in charge of laying out video timelines and stitching together clips from the projects to include in their promotional video.**

**Riley uses graphic design skills to create new logos for Tigers Inc., including shirt designs and banner designs for the classroom. She is currently redesigning the classroom so that Tigers Inc. is known and our look will truly represent what it means to be a Tigers Inc. student.**







# Budding Business



Last year, Tigers Inc. students Sean Kuhn and Alex Wolf had the idea to create a podcast that had fantastic guest interviews and showcased what Tigers Inc. was up to at that time. They called it *Budding Business*.

When graduation came around and the new school year began, Chase Gibson and Michael Dakoske took over *Budding Business*. Michael says, “We wanted to keep the overall style the same, so we stuck with guest interviews, but we wanted a unique theme for the podcast itself.”

They decided that the podcast should be centered around soft skills that breed general success for individuals. Each of the episodes highlight an individual that demonstrates a particular soft skill. These soft skills include collaboration, analysis, organization, creativity, leadership, and many more.

Featured below are summaries of this year’s released episodes. Look for upcoming episodes with local law enforcement and an interview with the founder of Vibe Fitness, one of Tigers Inc.’s partners (which will also be available on video). ***Spotify and Apple Podcasts- Budding Business***



## EP. 1

This episode is centered around the theme of leadership. Loveland High School’s new athletic director, Rich Bryant, talks about his years of experience leading large groups of students. He currently leads roughly 1400 students at LHS, but he had previously worked at Lakota East, which has approximately 2500 students.



## EP. 2

This episode covers the need for passion. A current Tigers Inc. student, Drew Murnan, discusses his life centered around gymnastics and video producing/editing, which he is very passionate about.



## EP. 3

This episode features the topic of start-ups and persistence. Founders of RP Diamond Printing and Embroidery, David and Tammy Terry, reflect on the tribulation during the creation of their business. Through perseverance, they continued and now have a thriving local business in Loveland.



## EP. 4

This episode is built around involvement and marketing. The Little Miami River Chamber Alliance is an organization that is focused on the economic and civic growth of Loveland, Miami, and Symmes townships. The head of the chamber, CeeCee Collins, discusses her involvement in the Loveland community and marketing.



## EP. 5

This episode emphasizes the need to take initiative. Former Tigers Inc. member, Kyle Becker, goes through his inspiring story of immense growth from the start of high school to now as a freshman in college at Florida State University. He reflects on how he learned to take initiative in his life, which led to a successful summer internship and a management position on FSU’s cross country and track team.





# Lemons and Limes

**Three of our Tigers Inc Members: Kiley Eckert, Kate Krabacher, and Ally Ginder, are currently interning at Lemons and Limes, a locally owned and operated boutique in Loveland, Ohio. These interns travel to Lemons and Limes throughout the week to collect content, discuss future plans, and meet with Lemons and Lime owner, Wendy Knight, to address their progress.**

**The interns are in charge of keeping up to date with their content calendar to expand the boutique's social media presence and interact with consumers. The students are learning the analytics behind social media, specifically Tik Tok, and using this data to promote Lemons and Limes brands. Currently, their most significant project at Lemons and Limes is running the boutique Tik Tok account. In fact, the boutique has been granted five hundred dollars from Tik Tok to explore their platform's advertisements. The girls have the task of creating promotional Holiday advertisements to promote seasonal items.**

**Additionally, the interns are in the process of showing behind-the-scenes footage of the Lemons and Limes packaging facility while filming a popular "package an order with me" trend on Tik Tok. The video will also feature the nooks and crannies of the facility to allow consumers to understand better how their products are shipped and the intricacies of running a business.**

**They have thoroughly enjoyed their experience in the marketing realm and have ideas to open new markets for the boutique. Kate Krabacher says she has "really enjoyed this opportunity to work with a local small business" and that her and her fellow interns "hope to attract more online traffic to their website!"**

## **Lemons and Limes Social Media Accounts:**

**Facebook: Lemons and Limes Boutique**

**Instagram:  
@shoplemonsandlimes**

**Website:  
<https://lemonslimesboutique.com/>**



# Alley Boutique

**Alley Boutique is a women-owned business in Loveland, Ohio; it began as an apparel store but has expanded to include a gift shop as well. Tigers Inc. has partnered with Alley Boutique to market its products to the Loveland Community, specifically from a social media standpoint.**

**Recently, two Tigers Inc. members, Campbell Massey and Elly Steinbrunner, have taken a specific interest in utilizing clothing videos to enhance the appearance of the boutique's unique products. The two girls find create Tik Toks to show customers new clothing and gift shop arrivals they can purchase at Alley Boutique.**

**The two students also planned a Mother and Daughter shopping event that took place at Alley Boutique on October 25th from 5-8 PM. This particular night was designed to allow mothers and daughters to enjoy a night out together, bonding through their experience at the boutique. The boutique stayed open late for mothers to enjoy the special night with their daughters.**

**In the near future, Campbell and Elly plan to enhance their marketing outreach by looking into the social media analytics on Alley Boutique's social media accounts. They hope to perfect how to reach their targeted audience by looking at who their posts receive the most feedback and what time of day they get the most social media engagement.**



**Alley Boutique Social Media Accounts:**

**Facebook: Alley Boutique**

**Instagram:  
@alley\_boutique\_loveland\_ohio**

**Website:  
<https://alleyboutique.com/>**



# RP Diamond Pop-Up Shop

Tigers Inc. students has partnered with RP Diamond, a local alumni-owned clothing store, for several years and continues to develop meaningful relationships with the business. Their biggest project was a pop-up shop at Loveland High school to allow students to purchase school spirit wear without leaving campus. This event was held on Wednesday, October 26th, during lunch hours but was also open to the public from 6:30 to 8:00 PM for those who chose to attend the Loveland Showcase night. Overall, the pop-up shop was regarded as a success. Tigers Inc. received twenty-five percent of the profits and is looking to expand this event into the middle school.

These students were in charge of planning the event, setup, payment, distributing inventory, and the visual appeal to engage their audience. Once orders were placed at the pop-up shop, students were responsible for shipping and packaging pickup orders. This opportunity has allowed students to focus their efforts on building relations, growing their soft skills, and practicing negotiation and percentage profits with RP diamond.





# VIBE FITNESS

Vibe Fitness is a gym in Loveland, Ohio, known for its top-notch equipment and the “vibe” it gives off to members. Tigers Inc. has partnered with Vibe Fitness since 2021, and interns handle marketing and social media presence.

Currently, the two lead students, Brady Steiner and Alex Tew are in charge of improving marketing development. So far, the team has been working on publishing interviews for each gym trainer so that members can determine which trainer is the best fit for them. The series is called the Weekly Five and can be found on Instagram (@vibefitnessloveland). These interviews are part of a joint project with the Tigers Inc. podcast team, Budding Business, featuring the gym owner, John Kennedy. To stream the podcast, check out *Budding Business* on Spotify or Apply Podcast on November 18th, when it will be available to stream.

Recently, Vibe Fitness moved locations with a sizing expansion and a more convenient commute for Loveland members. Gym owner, Kennedy, is committed to providing the best gym experience by upgrading the gym daily.

One of their most recent developments is a surround sound system so that members can enjoy music during their workout. Be sure to check it out!



**To Schedule or to get more  
information on training or  
gym membership, go to  
[vibefitnessloveland.com](http://vibefitnessloveland.com) or  
contact John Kennedy  
(513-535-0926)**



# UC DAAP Project

Recently, Loveland High school decided that it was time to revamp the walkway and entrance to the tiger football stadium with the needs and wants of the community in mind.

Tigers Inc. partnered with a landscape architecture class at the University of Cincinnati's Design, Art, Architecture, and Planning (DAAP) program to redesign the entrance and walkway.

Tigers Inc. students interviewed community members, students, staff, and parents for their input on the matter. They reported their findings to UC DAAP students, who took the information and are working to create their design for the walkway and entrance.

On December 5th, Tigers Inc. as a whole will return to the University of Cincinnati and evaluate the designs to determine which is the best fit for the community's vision.





# 3'S FOR LIFE

## 3 POINTER=12 CANS

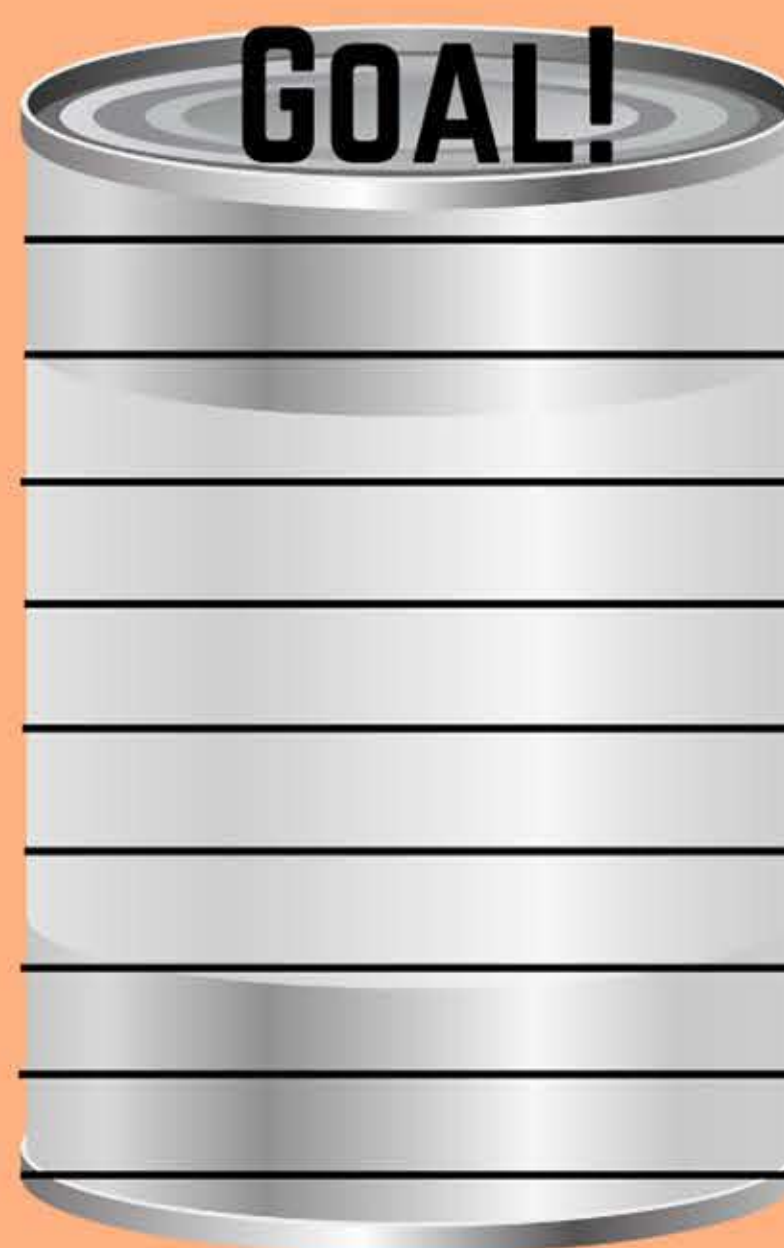
JARVIS GLOBAL INVESTMENTS WILL DONATE 12 CANNED GOODS TO  
THE LOVELAND LIFE FOOD PANTRY FOR EVERY 3 POINTER!



**\$5 = 4 CANS**

**\$10 = 8 CANS**

**\$20 = 16 CANS**



**2000**

1800  
1600  
1400  
1200  
1000  
800  
600  
400  
200

**TINC**



Tigers Inc. and Jarvis Global Investments have launched the second annual “3’s For LIFE” Fundraiser. This community outreach program will take place from December 3rd to February 2nd benefiting the Loveland LIFE Food Pantry. Jarvis Global Investments will donate twelve canned goods to LIFE Food Pantry for every three-point shot made at Loveland High School’s boys and girls home basketball games. The two Tigers Inc. students on the lead, Elly Steinbrunner and Brady Steiner, have secured a five hundred dollar donation from Meijer which will also be given to LIFE Food Pantry. Throughout the fundraiser donation boxes will be set up at Loveland Biggby Coffee, to collect food donations from community members. If you’d like to help the cause you can donate canned food items, or scan the venmo and donate monetarily!