

BICERA BEACON

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WHAT'S NEW AT BICERA VALVE?

There's always something new at Bicera Valve. Here's the latest scoop!

This is always such a fun time at Penn-Troy. December brings its challenges: deer season takes employees away from the shop, winter weather can pop up any moment, the holiday season can be a distraction. But that same holiday season is one of the things that makes belonging to the Penn-Troy family so rewarding.

Each year, ownership treats all the employees and their families to a wonderful dinner party. The evening started with hors d'oeuvres and employees entered to win one of several door prizes. This year the dinner was prime rib, green beans, and a baked potato. The meal was one of the best in recent memory. Door prizes were drawn throughout the night and the evening ended with a visit from Santa. All the kids had a chance to talk to Santa and get a gift. Finally, each family received a picture taken with Santa and an ornament for their tree.

On the last day of work before the Christmas holiday (the 22nd this year), we close at noon and all employees go to a luncheon with traditional holiday fare. It's a relaxed time full of conversation and storytelling. After lunch

there is an informal, employee-led awards ceremony, ending with a presentation of a gift to ownership from the employees.

Regardless of if you have been a long-time customer, new customer, or just someone that is reading this newsletter for the first time, and only because you somehow stumbled upon it, we would like to wish you nothing but the best for the holiday season and for the coming year.



2023/24 Holiday Season Hours

December 22nd – Close at 12 noon

December 25th – Closed

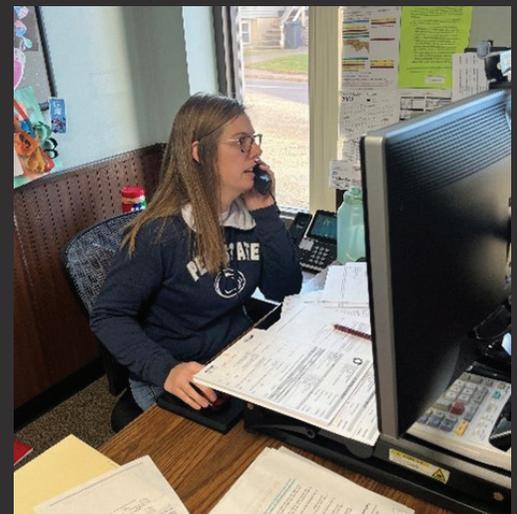
January 1st – Closed

▶ Product Spotlight



Customer Service

Every company has its own culture, and with Penn-Troy's extensive history, our culture is longevity. What does this mean for you? Every order at Penn-Troy is treated with the intention that we will be serving you for years to come, no matter how big or small your company. We understand your end goal is making customers happy because that is our goal as well. Business is challenging, and you need suppliers who support you. We are committed to long-term relationships. As a family-owned and operated company, that's how we've felt for over 60 years, and looking forward, we know we'll never feel any differently.



▶ Employee Recognition Corner



Brandon Borger Assembly Team

How long have you worked at Penn-Troy?
2 years.

What is your position and common daily duties?
Assembly. I am responsible for assembling mud valves and telescoping valves. I then tag all the valves and do any needed paint touch ups after final assembly.

What do you like most about your job?
How easy going the workplace is.

What are your hobbies?
Hunting and fishing.

Do you have a vacation ritual or location?
Trips to Lake Ontario.

What is your favorite movie?
Red Dawn

Any bucket list item(s) you care to share?
A hunting trip to Alaska.

Do you have any hidden talents?
Not really.

Family?
I am married (1 year) and I have a four-year-old daughter.

How do you unwind outside of work?
I like to spend time with my wife and our dogs with a few beverages.

▶ A Message from the President



Welcome back to the *Bicera Beacon*. As Christmas approaches, we all face that perennially tricky question, “What do you want for Christmas?” I always start by saying nothing, but then as pressure builds from family members through texts, emails, and “reminder texts,” I eventually send them a link on Amazon.

This year I broke down and sent my wife a link to a winter coat I had my eye on. She said it was nice, but that it was overpriced because it was a name brand. “That’s fine,” I thought, because I didn’t want to pick anything out anyway, however, her perspective sparked an interesting thought. Is paying a little more for a name that has stood the test of time through their quality, customer service, and delivery all that bad? Having been a proud manufacturer with years of experience, I understand the immense challenge in building a trustworthy name. And though I never imagined myself advocating for name brand clothing, I do recognize one thing: such reputations are not built overnight.

As the holiday season is upon us, I want to express my heartfelt gratitude to each one of you. Whether you’ve been with us for ages or are a recent addition to our family, your trust in the Bicera Valve / Penn-Troy name means the world to us. We are committed to upholding the high standards you’ve come to expect.

Wishing you and your loved ones a joyous holiday season!

Sincerely,

Mark Powers

Mark Powers
President and Chief Executive Officer
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Drop us a line...

Questions? Comments? If you would like to give Penn-Troy/BICERA Valve any feedback, please send an email to sales@penntroy.com. Your feedback helps us know when we are on the right track, and where we need to refocus.