

Faith Wood

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Speech for CEO and founder, **William Morgan**, to deliver at internal sales convention.

Ladies and gentlemen,

Good morning! It's with immense pleasure and pride that I stand before y'all today to mark Threadcast's three year anniversary.

If you would've told me four years ago that today I would run a successful company with thousands of dedicated employees, I never would've believed you.

Because four years ago, I had an idea. An idea that I thought would never leave my family's ranch.

I've spent the majority of my career getting my hands dirty and doing the job that runs in my family: the role of a rancher. I never looked to the future or at all of the possibilities I was leaving behind.

This company became a dream I didn't know I even had until I shared my idea with my family. I was so nervous to bring it up because I thought they'd think I was a fool. But, with every point I made as to why it wouldn't work, my father had a reason as to why it could. And after all of the back and forth, he just asked me "What do you have to lose?"

While I could've made a list of all of the things that worried me and all that I had to lose, I decided to instead just try and see where this idea could take me.

As you all know, the idea was to create climate-controlled clothing to help avoid the inconveniences that unpredictable weather may bring.

I never would've been able to bring this idea to life without the collective and unwavering commitment of each and every one of you. I'm honestly starting to feel like just the pretty face of Threadcast. Y'all do the real work. You have built this company from the ground up. You've gained and retained clients from all around the United States. You, not I, have given this company the opportunity to grow.

In just three years, we've grown from humble beginnings into a force to be reckoned with in our industry. I'm filled with pride as I see how far we've come. Despite the uncertainties and challenges that we've faced, we stood strong and united by a shared purpose and commitment to excellence. Together, we've achieved significant milestones – from launching our innovative products to expanding our customer base and establishing a strong presence in the market. But what I'm most

proud of is the culture we've built – a culture of collaboration, transparency, and unwavering dedication to our mission: to provide comfort to our consumers in every temperature.

Our clothing line allows us to achieve our goals. But we've gone the extra mile in our recent partnership with One Warm Coat, which further shows that we're dedicated to keeping everyone comfortable from the elements, not just our consumers.

As we continue to celebrate this past year, it's also an opportune time to look ahead and envision the future that awaits us. The journey we've embarked on is far from over; in fact, it's just begun. The coming years hold immense promise and potential for our company. It's up to us to seize the opportunities that lie ahead.

We must continue to ask questions: how can we fulfill our mission? How can we make our mark as a new and unique company? How can we continue to grow as a company? I myself have remained curious and questioned the possibilities because never again will I sit on an idea.

You never know if an idea is good until you say it out loud. And well, I had another idea, and this time I didn't hesitate to share it. This idea I dreamed of for this company when we first began. I'm excited to tell you that it's come to fruition.

Threadcast has formed a new partnership with an event that has inspired millions around the world, transcends borders, cultures, and languages, and unites us all in a common bond of sportsmanship – the Olympics.

And now, Threadcast has the privilege and honor of becoming a part of this storied legacy.

This partnership is more than just a business deal; it's a reflection of our shared values and commitment to making a positive impact on the world. Through this partnership, we have the chance to support and celebrate athletes from all corners of the globe. We'll empower them to reach new heights of excellence and inspire generations to come.

These athletes not only face formidable opponents but also the unpredictable and often extreme weather conditions that come with outdoor competitions. Our climate-controlled clothing provides a solution to this challenge. We give athletes the ability to regulate their body temperatures and stay comfortable and focused no matter the conditions. Whether it's a scorching hot day on the track or a bitterly cold morning on the slopes, our apparel ensures that athletes can perform at their best, without being hindered by the elements.

But this partnership isn't just about the Olympics – it's about the countless possibilities it brings for our company and our employees. It's a chance to showcase our products and services on the world stage reaching millions of viewers and potential customers around the globe. We have always believed in the power of our technology to transform the way we live and work. Now we can use our advanced engineering to transform the way we play, ensuring the Olympic athletes optimal comfort and performance as they strive for greatness.

Imagine our logo on the big screen as athletes from around the globe walk the opening ceremony. Imagine Simone Biles accepting the Gold medal in a pair of our pants. Imagine Shaun White snowboarding in one of our jackets to combat the elements of the snow.

This is now our reality. I can't wait to begin this journey with you all. As we embark on this next chapter, let's do so with a renewed sense of purpose and determination. Let's continue to innovate, to collaborate, and to push the boundaries of what's possible. And let's never forget that every idea has the potential to be great.

I challenge you all to share your ideas and, in return, listen to your community as they share theirs. Let's say our ideas aloud and remain curious – because if an idea from a Texas rancher can turn into a successful company, just imagine all of the possibilities still out there.

In just three quick years, we've challenged our industry and are already on the road to creating history. I can't imagine what the future holds for us.