



Blue Coolers (Blueworks, LLC) is a Utah based company. Blue Coolers is approximately four years old. In late 2021, and early 2022, Blue Coolers realized they were paying high delivery fees with some 70% of their business being on the east coast. Through a networking situation they reached out to Pinnacle 3 Direct Solutions (P3DS) a small Dahlonega based company to assist them in finding a warehouse in the North Georgia area. After a thorough study via P3DS (Betty Fisher and Ron Winkowski) recommended the McDonald Road facility. Blue Coolers took up residence at the location in February 2022, with first shipments on May 23, 2022.

The decision was made to staff the operation with high school students under the leadership of Betty Fisher and Ron Winkowski. Initial contact for workers came via the Bishop of the Mormon Church Ward in the area. Word spread quickly via the boys from The Church and soon a total of twelve boys were "working" part-time.

The challenge was to train and educate these young men to a warehouse operation such as ....

- What is a SKU
- What is a packing list
- What is a dock door
- What is a dock plate
- How to load a pallet safely
- How to handle a pallet jack
- How to drive a forklift
- How to process an eCommerce order
- How to label the boxes correctly
- How to take inventory
- How to read an order
- How to receive and unload an ocean container, floor stacked.
- How to operate a computer-based ecommerce and shipping system.
- How to interface with FEDEX and UPS and USPS including to interact with the drivers.
- And last but not least how to clean a warehouse.

The results were quite positive. For many reasons the twelve dwindled down to maybe six or seven, others just went onto other opportunities. In all honesty, within a year the TEAM of young men could now operate on their own if and when needed. Several of the young men

that left came back to say "Thank You" for the training they had received helping them to get a full-time job.

We bragged on the boys so much at Dahlonga Sunshine Rotary to Dr. Brown, he requested their names which were promptly sent to him. Unbeknownst to us, Dr. Brown called each student into his office to congratulate them on a "job well done". Of course, the boys had no idea why they were being called into Dr. Brown's office until they got there.

BUT these Eagle Scouts and Honor Students moved on via graduation to college and tech school and Mission work for the Mormon Church and so forth. The challenge began once again to replace the initial team with the second team.

This time we approached the Lumpkin County High School directly via Paula Cooper, Work Based Learning (WBL) Program plus the Dahlonga Methodist Church Youth Director, Chris Davis. Now we are finishing month-three with the new TEAM. This time we zeroed in on Juniors in high school and once again we were BLESSED with seven TIER ONE STUDENTS. AND they are a combo of WBL students (3) and after school students (4).

The training is more difficult due to product shortages (due to very high sales) which have made the processing of orders much more difficult and time consuming. More for the boys to understand sales and marketing - product demand, shortage, backorders, and customer service.

However, supply chain issues are being resolved and are much needed since sales continue to be very strong, and Fall break is a few weeks away. Both these will allow us the time to better/fully train this NEW TEAM. And there is no reason not to expect all of the new TEAM will be STARS. We already have seen this.

Again, the profile of these students is

- Smart
- Hard Working
- Responsible
- Trustworthy
- Polite - yes sir, no sir
- No evidence of cussing or smoking or drugs

THE FUTURE IS IN GOOD HANDS! Thank You to the Lumpkin County High School teachers - job well done!

So that is who we are---BLUE COOLERS AND PINNACLE 3 DIRECT SOLUTIONS AND "OUR BOYS".

And is not all work is our motto....

We celebrate with them on GROUP BIRTHDAYS and Thanksgiving and CHRISTMAS. We let them loose to decorate the warehouse and it was a site to behold to compete with CHRISTMAS ON THE SQUARE. And at times we even TALK LIFE ISSUES.

WE HAVE BEEN BLESSED!!

As for the future we have spoken with the Development Authority of Lumpkin County and we are in the process of defining significant expansion plans.

AS FOR COMMUNITY INVOLVEMENT.....

Blue Coolers has worked on donations and participation and product giveaways as much as possible.

---We, Betty and Ron are active participants with Dahlonga Sunrise Rotary and its many efforts.

---Donations have been made to multiple efforts such as Sheriff Department and CHP and other such efforts and fund-raising events.







