



March 21, 2020

VIA U.S. MAIL
RETURN RECEIPT REQUESTED

Brian Marcotte
WIOA Dislocated Services Section Manager
Workforce Development – Targeted Services Division
201 N. Washington Sq.
5th Floor
Lansing, MI 48913

Dear Mr. Marcotte:

Because of unforeseen business circumstances and the sudden, dramatic and unexpected business disruptions associated with the COVID-19 pandemic, Convivial Brand ELC, Inc. expects to lay off a total of 48 employees at its 19 La Grave Avenue SE, Grand Rapids, Michigan 49503 location and at its 5965 Crossroads Commerce Parkway SW, Wyoming, Michigan 49519 location.

These layoffs are anticipated to be temporary. The names, addresses, and job titles of all employees being permanently laid off are included in **Attachment 1** to this Notice. The last day worked for affected employees at the Convivial Brand facilities located at 19 La Grave Avenue SE, Grand Rapids, Michigan 49503 and 5965 Crossroads Commerce Parkway SW, Wyoming, Michigan 49519 is expected to occur on March 22 at 11:00pm or the 14-day period between March 22 and April 5, 2020. There are no bumping rights.

We do not believe that notice of this reduction in force is required under the federal Worker Adjustment and Retraining Notification (WARN) Act. But we are providing you with this Notice as encouraged by Section 7 of the WARN Act.

If you have any questions, or need further information, please do not hesitate to contact Mary Dale at (616) 771-8332.

Sincerely,

Mary Dale
Vice President of Human Resources



ATTACHMENT 1

GRAND RAPIDS

<u>Job Title/Position</u>	<u>Number Affected</u>
Sr. Graphic Designer	2
Art Coordinator	1
Data Integrity Specialist	1
Creative Director	1
Graphic Designer	4
Ass. Art Director	1
Product Director	1
Visual Merchandising Lead	1
Merchandising Compliance	1
Merchandising Supervisor	1
Project Manager	1
Event Staff	1
DI Operator	2
Bindery Machine Operator	3
Letter Press Operator	1
Machine & Treatment Operator	2
Sr. Machine & Treatment Operator	2
General Manager	1
Bindery Supervisor	1
Pre Press Specialist	1
Sales Support	1
Order Processor	1
Credit Manager	1

ATTACHMENT 1

WYOMING

<u>Job Title/Position</u>	<u>Number Affected</u>
Domestic Purchasing Manager	1
Inventory Specialist 1	2
Order Fulfillment Manager	1
Order Fulfillment Specialist	5
Production Specialist 1	6
Production Director	1