



Date: August 17, 2020  
From: Wes Carter

## Friends:

I want to begin by expressing my sincerest gratitude to each and every one of you. The nature of our shared reality over the last 5 months has been challenging, ever-changing and often filled with unexpected instability. I appreciate the anxiety and stress these times present to each of us, and I commend you for your fortitude, diligence and commitment to our organization through these historic times. I know it hasn't been easy. The lines between work, family and personal life have all blurred forcing each of us to rewrite how we operate in our daily lives. There was no handbook or prep course for living and working through a pandemic, but Atlantic is surely writing one today. You are the authors.

I am continually amazed and humbled at how this organization responds to any and every challenge that is presented to it. Your commitment to each other, and our greater collective, is highly evident to our suppliers and customers alike. I have the pleasure of hearing from so many of those companies in the supply chain, and they are overwhelmingly complementary, and quite honestly, amazed at the resilience and performance of Atlantic Packaging. Please rest in that self-knowledge when things get tough. You are setting the example every day.

Like each of you, I can't help but reflect on the cultural and spiritual significance of these times. It occurs to me that humanity has always experienced cycles of contraction and expansion; growth requires friction. And throughout history, people living through the friction very often don't recognize the greater opportunities that are set in motion. Most often, hindsight gives us that context.

The Black Plague gave birth to the Renaissance in Europe, the Civil War ended slavery and set in motion the civil rights movement in America, World War 2 fueled a technology boom that led to putting the first man on the moon. Contraction = Expansion. I believe that to be a universal Truth. Will COVID-19 prove to be as significant as these other events in history? That's not for me to say, but I do believe it will have a lasting impact, even if right now all we see and feel is the friction. I believe we will all experience better personal and organizational outcomes if we choose to trust the process and lean into the resilience that this time of contraction presents to us.

As summer wanes and "back to school" is in our purview, we have a new set of challenges to face; another chapter of this pandemic era begins. I want to acknowledge this point on the calendar and hope each of you feels comfortable expressing your concerns over the additional demands this presents for many of us. Especially for those of us with school age children, this will be an autumn like we have never experienced before. Let's accept that as our reality, and as we have done throughout these few months, support each other with empathy and grace. It takes a village, and Atlantic is a vibrant and supportive one. Please know your leadership is well aware of the dynamics we face this fall and is prepared to work with you to navigate them and keep your family and Atlantic healthy. We know we can.

Finally, I for one, have accepted that we are not going back. I do not believe there will ever be a time when things will look like they did pre-pandemic, and that's OK. I believe it can be a good thing. Growth and expansion. Society, business, school, health and family-life have, and will change. There is some liberation in releasing the attachment to the past. We can't go back. We can only go forward into this new Earth. Embrace that.

Thanks to each of you, our current WFH protocol for those who can, vigilant health and safety standards for manufacturing employees, incredible support from healthcare facilities (Goshen in particular), our robust IT infrastructure, and mainly your amazing flexibility and resilience, Atlantic is thriving. Sales are up and business is healthy. Wow. Amazing. We are truly blessed.

At this point, given what we know and, more importantly, what we don't know, the leadership at Atlantic has made the decision to keep our current plans and protocols in place through the end of 2020. I see no reason to make changes and put people at risk unnecessarily. What will Atlantic look like in 2021? I frankly do not know. We will remain adaptable. That I can promise you. I firmly believe there is a day in the not too distant future when the expansion will overcome the contraction. We will get beyond COVID-19 and the friction will be replaced by growth. We will evolve. As an organization and as a society, good things are coming.

Stay Healthy Friends,

Wes Carter