

HFC

2017 vol.10

The Heffernan Group





ABOVE & BEYOND

At Heffernan, we are proud of our client relationships. And proud to share with you three companies that went above and beyond this year for both Heffernan and their communities. We wish to thank them for all they do.

Emerald Packaging

When you go to the grocery store, you may not think much about the packaging that holds the salads, bakery items and frozen produce you purchase. However, that packaging represents an essential step in your food's safety and integrity. Fortunately, there is someone who thinks a lot about packaging. His name is Kevin Kelly.

Kevin Kelly is the CEO of Emerald Packaging, a company his father started 53 years ago. These days, the company has roughly 250 employees, \$85 million in annual sales and is open 362 days a year. Packaging is a fast-paced business with two-week order turnaround times and "rushes" during food-focused holidays.

Emerald Packaging succeeds with a product return rate that's under 1 percent—thanks, Kelly says, to a great management team and committed employees. Kelly's sister, Maura Kelly, manages pricing. Kelly's brother, Jim Kelly, oversees major accounts. The three have gotten along well, with each sibling taking a role that matches his or her strengths, without any of the infighting that can plague second-generation business owners. They've also brought in talented individuals from outside the family.

When it comes to packaging innovation, Emerald Packaging is a leader. It was the first packaging company to use a digital printer to print on plastic. By transferring the image directly from the computer to the package, without printing plates, setup time is minimized and small batches are more feasible for advanced segmentation.

You've probably heard of smart homes and smart cars. Emerald Packaging is exploring smart packaging technology that can communicate through mobile devices or smart refrigerators, alerting consumers of impending expiration dates and recommending recipes.

Going Above and Beyond

In addition to being innovative, Emerald Packaging strives to be as green as its name. The company is helping to lead the way in producing packaging from renewable materials, including corn, sugar and potatoes. The company is also laying the groundwork to develop a plastic packaging return program like the bottle and can recycling programs already in existence.

For Emerald Packaging, real sustainability is the goal. That's why the company has been active in promoting new legislation, including strict standards for use of the term "compostable" on packaging. Before the legislation was passed, many California companies used the term "biodegradable," a word that held little meaning due to a lack of standards. Emerald Packaging also helped pass laws creating severe penalties for companies responsible for plastic bags getting into the ocean. In 2012, the Bay Area Green Business Program named Emerald Packaging the Union City, Calif., Green Business of the Year.

In addition to helping the environment, Emerald Packaging is also dedicated to education. The company has helped rebuild and modernize schools, including St. Joseph High School in Alameda, and maintains financial aid programs to help students attend Catholic school in the area.

Emerald Packaging donates 10 percent of company profits to charity, an amount that goes beyond the company's tax write-offs. "It's important for corporations to look at their communities and get involved. Work on boards—contribute your time and talent, and contribute financially," says Kelly. "Business owners have a responsibility to give back. We all got a leg up somehow, somewhere. With our immigrant roots, we have a responsibility to help others get an education."

Going forward, Emerald Packaging will continue to be a source of innovation, sustainability and education for its community.

Alegre Home Care

People are most comfortable when they're at home. This is true for nearly everyone, including senior citizens and those with disabilities. Unfortunately, these people are often forced to leave their homes to receive the care they need. That's how Alegre Home Care makes a difference. They provide recovery care, senior care and assisted living services in the familiar comfort of one's own home.

Charles Symes founded Alegre Home Care in 1993. The company now has seven locations in the San Francisco Bay Area, but it's still a locally owned sole-proprietorship. For clients who need help navigating their regional services, this local focus can make a difference.

Employees work off-site—in people's homes—providing everything from 15-minute visits to 24/7 live-in care. All clients are recognized as unique individuals with customized care plans designed to help them stay independent in their own homes.

In addition to providing home care, which includes everything from companionship and life-enriching activities to monitoring systems and vital signs, Alegre Home Care offers memory care, recovery services and in-home child care.

Going Above and Beyond

Certified by the California Association for Health Services at Home, Alegre Home Care has close to 500 employees. Charles takes pride in the fact that they truly are employees, not contractors, and that employees who work at least 30 hours receive benefits. "This is better for our clients because we have a less transient staff," Charles says. Indeed, at the last holiday party, four employees were recognized for 20 years of service. All caregivers are screened using a thorough reference check, criminal background check, complete competency exams, and a personal interview. They must be experienced with facility or in-home caregiving, or both.

Alegre Home Care is among the largest LGBT-owned businesses in San Francisco, and the company truly understands the needs of the area's large LGBT community. Charles explains that many of Alegre Home Care's LGBT clients—who are 85 years old on average—never came out publicly, and that they're not always vocal about their special needs or privacy concerns.

"Our goal," Charles adds, "is to build the bridge more than halfway—to help people feel comfortable and respected, and to protect their dignity." To accomplish this, Alegre Home Care networks with local LGBT organizations.

Alegre Home Care is also dedicated to giving back to the community in other ways. Directors at each of the company's seven locations volunteer for community-based organizations. With a strong understanding of the issues seniors face, Alegre Home Care is active in Alzheimer's Association Walks and in senior awareness programs in Marin and San Joaquin counties. Even their blog is full of helpful articles dedicated to making sure seniors thrive and caregivers get the care they need, too.

For Charles Symes, providing home care is more than a business. It's a passion.

Spectra Company

A list of Spectra Company's projects reads like a history book.

The Ennis House, built in 1924 by famed architect Frank Lloyd Wright, is known to historians as a magnificent example of Mayan Revival architecture and to science fiction fans as the home of Rick Deckard in *Blade Runner*. Spectra Company provided a number of services, including window, door and hardware restoration and the conservation of textile blocks.

Hearst Castle, built by William Randolph Hearst beginning in 1919, hosted Charlie Chaplin, Franklin Roosevelt, Winston Churchill and other famous notables during its heyday. Spectra Company completed stone and stained glass window restoration and provided consulting services.

The Irvine Ranch, established in the 1860s, used to be California's largest producer of beans and barley. Spectra Company is currently restoring seven of the ranch's original buildings. The list goes on and on.

Based in Pomona, Calif., Spectra Company specializes in historic restoration, preservation and conservation projects in Southern California. Founded in 1985, the company now employs roughly 120 people and is one of the largest construction companies of its kind. The company has earned countless awards for its craftsmanship and expertise.

Going Above and Beyond

Preserving the character of historical structures is not all Spectra Company is known for. Its President, Ray Adamyk, is also recognized for his work in helping restore and revitalize people with a culture of charity. When asked why this is important to him, Ray has a simple answer: "My faith in God."

For Spectra Company, charity may start at home, but it certainly doesn't end there. Striving to make the world a better place, Spectra Company maintains numerous charitable partnerships and sponsorships with a reach that extends around the globe.

One of these partnerships is with Youth With a Mission. Spectra Company has worked on their Homes of Hope project to build 11 homes for disadvantaged residents in Baja, Mexico. Spectra Company has also partnered with Wild Hope International, a nonprofit organization that helps to improve communities in Africa and empower the people who live there. Spectra Company has assisted Wild Hope International with two well-digging projects in Tanzania. And, through Compassion International, Spectra Company provides a monthly sponsorship to help children in third-world countries.

Here in the U.S., Ray personally founded Homes of Promise, a nonprofit organization that provides a safe, sober and faith-based housing environment for men in recovery. As someone who struggled with substance-abuse years ago, Ray recognizes that if you don't have a stable place to live, you can be disadvantaged in your recovery efforts. Homes of Promise bridges the gap. There are currently two Homes of Promise in Southern California, and there are plans to build more. Ray's team transforms big old houses into comfortable, warm group community homes. "Our goal is to have 10 Homes of Promise by 2018. I'd like to see a day when every church in America has an associated recovery home," Ray says.

"For me personally, it's about my faith," Ray explains. "It inspires everything I do."