



OUR SPIRIT AWARDS



Flowers
Spirit Awards
2014

CELEBRATING THE FLOWERS SPIRIT

Every year, we honor those who exemplify the Flowers Spirit of leadership, team work, caring, and volunteerism. By your nominations, you helped choose them. Now meet them.

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2014 L.S. Flowers Spirit Award Recipient: Jeff Cook

He may be among the most soft-spoken men in the room. But his demeanor and his reputation for kind words speak volumes about the man.

Jeff Cook, the 2014 recipient of the L.S. Flowers Spirit Award, has only been a Flowers Foods employee for two years, but his reputation in the bread business proceeds him.

Jeff, a director of sales in the Charlotte, N.C., region for Flowers Baking Co. of Jamestown, joined Flowers shortly after Hostess left the market in November 2012.



"I never met Jeff Cook before he joined Flowers," said Gene Lord, Flowers Foods executive vice president. "But his presence was felt everywhere I went in the market. He took care of his customers and was a good — but fair — competitor. He quickly translated that to becoming an integral part of the Flowers team, working the Flowers Way."

Jeff added, "I have felt part of the Flowers family since I first met Richard Holder and the Jamestown team. Coming from the competition that for the last few years only focused on how to survive on a day-to-day basis, I was relieved to finally have a company/team that I was proud to be a part of."

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WHAT sets us apart?



There is a quality about Flowers team members that sets us apart from our competition. If you've worked for Flowers for any length of time, you know what we're talking about.



We care about our coworkers, our company, and our communities. We strive to be the best and do what's right. And we go the extra mile, even if no one is there to see it.



That's just the way we roll.

Three of our 2014 Spirit Award recipients (from top): Sherry Whimsatt (Bardstown), Chris Phillips (Villa Rica), and Amber Richard (Lafayette).

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2014 L.S. Flowers Spirit Award Recipient

Jeff Cook

At work, one sales manager said that Jeff “understands Flowers and consistently promotes its culture by doing the right thing.” Other sales team members say he has “an infectious and encouraging spirit,” that he is “always fair and reasonable,” and “Jeff has a great sense of humor and is very approachable and caring.” Perhaps the most noteworthy comment from a coworker was: “Jeff inspires me and challenges me to be a better manager, bread man, and person.”

Despite the challenges Jeff faces as a sales director and learning a new company’s nuances, he is extremely involved with two local charitable organizations: Hometown Heroes and Children’s Organ Transplant Association (COTA), donating considerable time and resources to both.

While using none of the funds raised to cover overhead, Hometown Heroes supports families of children with cancer, offering financial assistance and emotional support. A board member for several years, Jeff also helps coordinate one of the organization’s largest annual fundraisers: selling Christmas trees. Jeff has sponsored several families, and has been blessed to watch some children heal,

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Past L.S. Flowers Spirit Award Recipients



2013 **Johnathan Mize**
ESS director, FBC of Tuscaloosa



2012 **Becky Simpson**
Receptionist, FB of Texarkana



2010 **Janice Anderson**
VP of marketing, Flowers’ Corp. Office (retired)



2008 **Fred Steed**
Roll line supervisor, Bailey Street Bakery



2006 **Charles Overstreet**
Distrib. systems coordinator, FBC of Birmingham



2005 **Michael Sileno**
Production supervisor, Franklin Baking Co.



2004 **JoAnn Davis**
Quality control technician, FB of Montgomery



2003 **Larry Morning**
Production superintendent, FBC of Tuscaloosa



2002 **Mary Emery**
Production supervisor, FB of Crossville (retired)

The 2011, 2009, and 2007 L.S. Flowers Spirit Award recipients are no longer with Flowers.



Left: Jeff Cook is congratulated by his wife, Sandra, after receiving the 2014 L.S. Flowers Spirit Award. **Right:** Jeff and Sandra are joined by Sandra’s mother, Margaret Matlock, from left, daughters Jennifer Trull and Lindsey Cook, and Hometown Heroes representative Mike Baucom.

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2014 L.S. Flowers Spirit Award Recipient

Jeff Cook

while having the strength to support those families who are not so fortunate.

As a COTA volunteer, Jeff and his friends and family have raised more than \$100,000 in the past five years through car washes and other community fundraisers. COTA supports the financial needs of people awaiting transplants because of hereditary diseases, and the Cook family became involved after Jeff's wife, Sandra, was added to the transplant list for a double lung transplant.

The personal hardships his family has endured have not dampened Jeff's enthusiasm for supporting those less fortunate through trying times. At work, at home, and in the community, Jeff Cook embodies the Flowers Spirit.



Left to right: **Mike McCall**, FBC of Jamestown president; L.S. Flowers Spirit Award recipient **Jeff Cook**; and **Gene Lord**, Flowers Foods executive vice president. Flowers Foods donated \$1,250 to Hometown Heroes in his honor as the L.S. Flowers Spirit Award recipient.

We Salute Our 2014 Spirit Award Recipients



Flowers' Spirit Awards recognize team members who live the Flowers Spirit — on the job and in their communities. The program was inspired by Langdon S. Flowers (1922-2007), chairman and company leader known for his kindness and support of others.

Team members around the country nominate and select a co-worker to be their subsidiary's Spirit Award recipient. Nominees must be full-time employees in good-standing with the company. They also must:

- ★ Encourage or motivate others on the job.
- ★ Show leadership or strong team qualities.
- ★ Exhibit a positive attitude in all circumstances.
- ★ Express sincere caring and respect for others.
- ★ Be a person of integrity and moral character.
- ★ Volunteer in the community.
- ★ Live the Flowers Spirit on the job and off.
- ★ Add a positive, motivating energy to the team.

Spirit Award recipients are honored at each bakery, and Flowers Foods sends \$250 to each recipient's charity of choice. Flowers honored 45 employees with Spirit Awards in 2014.



BARBARA SHEFFIELD
Production Supervisor
Bailey Street Bakery
 Years of Service: 18
 Charity: Saints of Christ

Barbara was nominated for the Spirit Award by her entire shift on bread and rolls, in part because she motivates the team to work together safely and efficiently to produce the highest quality product. At church, Barbara is very involved, helping provide support, food, clothes, and housing to those in need in the community.



SHERRY WIMSATT
Production Tech
FBC of Bardstown
 Years of Service: 3
 Charity: St. Jude Children's Hospital

Sherry's supervisor nominated her for the Spirit Award because she has a positive attitude, no matter what is happening at work. She belongs to Millcreek Baptist Church where she teaches Sunday school and children's church and volunteers for children's activities.



ROBERT SINCLAIR
Production Lead
FBC of Batesville
 Years of Service: 2
 Charity: Batesville Help & Hope

Robert volunteers to help the elderly in his neighborhood by mowing their lawns and lending them a hand. He also helps at his church by cooking and doing chores. At work, Robert is willing to learn and is dedicated to helping keep things running properly. No matter where he is, Robert always helps others and provides a good example.



CHARLOTTE SAMPLES
Office Manager
FBC of Birmingham
 Years of Service: 4
 Charity: Susan G. Komen

An active member of her community and church, Charlotte consistently gives of her time and resources. She is on the cooking committee at church and frequently brings desserts or vegetables from her garden to work. She also is a member of PALS, People Against Littering the State, and raises money for the Susan G. Komen Breast Cancer Walk every year. Her attitude is uplifting to all those around her.



TANGY ALRIDGE
MRP Controller
FBC of Bradenton
 Years of Service: 17
 Charity: Grand Harbour Congregation of Jehovah's Witnesses

If the Bradenton bakery's office is shorthanded, Tangy is the first to volunteer to help. She never complains about workload and is pleasant to everyone, in person or over the phone. She is passionate about teaching others the Bible, and works on building projects for other congregations.



BRUCE MATTHEWS
Wrap Operator
ButterKrust Bakery
 Years of Service: 20
 Charity: DesAmie Club

Bruce single-handedly hosts an event in his community each year to honor men and women who are 90-plus years old. Often, honorees are subsequently honored by city commission or other area officials. He also dedicates time and resources to the DesAmies Club, which provides needy children with food and clothing, and volunteers as a photographer at a local recreation center.



DOUG HOGGATT
Transport Driver
FB of Cleveland
 Years of Service: 7
 Charity: St. Jude Children's Hospital

Doug is not only a deacon at his church, but he is a volunteer firefighter and serves as a training officer for one of the stations in the county. He is a member of the Cleveland Ruritan Club and volunteers for Relay for Life, the MDA, and the bakery's health fairs. He also is an avid supporter of St. Jude.



LORETTA FUGATE
Production Packager
FB of Crossville
 Years of Service: 2
 Charity: Hospice of Cumberland County

Loretta is always helpful to her coworkers and community. She serves as president of the Cumberland County High School Band Boosters and is an active in her church, where she participates in Meals and More Missions. She also has volunteered for the Bread of Life Mission and with Boys & Girls Club of America.



DEBBIE GONZALEZ
Office Manager
FBC of Denton
 Years of Service: 11
 Charity: American Cancer Society

Debbie has worked with Flowers since the Denton bakery was built. As office manager, she has been a key point of contact for customers and does everything from maintaining phones and computer servers to cooking for employee appreciation lunches. She always has a smile and is willing to go the extra mile for anyone in need.

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ADAM SANDEFUR
Distributor Clerk
Derst Baking Co.
Years of Service: 3
Charity: Ronald McDonald House of Coastal Empire

At work, others often call on Adam for help on reports or computer issues because he is helpful and composed. Adam is active with the Salvation Army Christmas Hope campaign, Breast Cancer Survivors' Field Day, the pumpkin patch and Christmas tree farm, and Father's Heart Ministry, which collects food for the needy.



CAIN SOTO
Engineering Superintendent
FBC of El Paso
Years of Service: 8
Charity: St. Jude Children's Hospital

Cain developed many leadership skills while his director of engineering was on medical leave, most notably improving the department's audit score and individually mentoring employees. He also mentors teenagers, including a young man in military school, sending him perseverance messages and encouraging him on his journey.



LIONEL GINN
Distributor Relations Director
Franklin Baking Co.
Years of Service: 36
Charity: Kitty Askins Hospice Center

Lionel is a strong leader at work who also is involved with a variety of local activities, including United Way, the arts council, Relay for Life, hospice, Salvation Army, humane society, and a soup kitchen. He also works with a local Christian radio station and offers rental property at little cost for families in need.




TIMIKO STROTHER
Production Supervisor
FBC of Henderson
Years of Service: 1
Charity: Lupus Foundation

Timiko has an appetite to learn everything she can about her job, and as an outspoken advocate for the Flowers Way, her coworkers call her "Captain Flowers." Outside of work, you will often find her volunteering as a kindergarten class helper or a chorus class volunteer.



MARK PENA
Shipping Lead
Holsum – Phoenix
Years of Service: 20
Charity: Valley of the Sun United Way

A team player, Mark is always upbeat and pushes others to be great. For years, Mark has been a team leader for the bakery's United Way drive and he volunteers through the St. Mary's Food Bank. He spends holiday weeks unloading trucks full of turkeys and hams and making sure needy families have a holiday meal. 




RAMON JARAMILLO
Shipping Supervisor
Holsum – Tolleson
Years of Service: 8
Charity: Helping Out People Everyday Inc.

At work, Ramon is highly regarded and focuses on improving the workplace by helping others excel. He inspires his coworkers to become better in all aspects. Away from the bakery, he advocates for youths to participate in team sports and volunteers as a flag football coach.



KEITH McDANIEL
Sanitation Lead
FBC of Jacksonville
Years of Service: 26
Charity: Epiphany Baptist Church

Keith shows good humor and a positive attitude in the bakery, and he is always helpful to other departments. Away from work, Keith serves on the usher board at church and supports the pastor's needs. 




SHANNON CONARD
Engineering Tech
FBC of Knoxville
Years of Service: 1
Charity: St. Jude Children's Hospital

Shannon's go-to response, "Whatever you need," has seen him through multiple shift or hours changes since Knoxville's start-up. He eagerly helps anyone in any department anytime. A retired Air Force veteran with 20 years of service, Shannon also is active in church and has coached youth sports.



AMBER RICHARD
HR Associate
FBC of Lafayette
Years of Service: 1
Charity: Christ the King Mission Church

Amber's good spirit is infectious and her work ethic motivates others at work. An active member of her church, Amber teaches religious education classes to sixth graders, and she volunteers for the annual fair every year. She makes fruit baskets for the elderly and visits nursing homes, bringing holiday cheer. 

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SAVY YAN
Manufacturing Director
Leeland Baking Co.
Years of Service: 8
Charity: The Care Zone

Savy is vice president of The Care Zone, an organization dedicated to assisting individuals who work hard but who still struggle to provide for their families. Savy volunteers support to single parents, immigrants, low-income families, and students. His volunteer spirit inspires his coworkers; his passion for his job has earned their respect.



LAWRENCE 'JUNIOR' SMITH
Fryer Operator
FB of London
Years of Service: 36
Charity: Trinity Lighthouse Church

Because he's spent more than half his life as a bakery employee, Junior has done it all — worked on the stix and donut lines and in shipping, has been a fruit cooker, and even an assistant department head. He leads, inspires, and encourages others. He also donates a time and money to a new church he is helping get started.



VICKIE MIXON
Admin. Associate
FBC of Lynchburg
Years of Service: 36
Charity: Temple Baptist Church Mission Fund

Vickie served as the bakery's American Cancer Society Relay for Life team captain last year and coordinated a golf tournament and other activities that raised more than \$10,000. The team achieved Platinum status and was in the top 10 in Lynchburg. Immediately after Relay for Life last year, she started planning for 2015.



GEORGINA DAVIS
HR Director
FBC of Miami
Years of Service: 32
Charity: Our Lady of the Lakes Catholic Church

Many employees come to Georgie with personal problems and she always gives them undivided attention. She leads many volunteer efforts for the bakery, including for the Children's Home Society, Walk for Life, Latin Chamber of Commerce, Walk to End Alzheimer's, and more. Georgie also teaches religion education classes at church.



STEPHANIE ZUIDERDUIN
Production Operator
FBC of Modesto
Years of Service: 1
Charity: Shriners Hospitals for Children

As a thyroid cancer survivor, Stephanie is active in many cancer prevention and awareness activities. She writes letters to military personnel and coordinated volunteers at the bakery to write letters as well. She supports special needs classes and volunteers at the local mission and for Christmas toy drives.



OLANDO HARRIS
Wrap Operator
FB of Montgomery
Years of Service: 22
Charity: Camp Grandview

Always upbeat and smiling, Orlando's positive demeanor can be seen at work through his helpful attitude and outside work as a 9- and 10-year-old baseball coach. Orlando adopted his sister's children and is raising them as his own. He also supports Goodwill and is active in his church.



DEBBIE COLE
Office Supervisor
FBC of Morristown
Years of Service: 37
Charity: Calvary Baptist Church

Debbie has a cheerful, helpful demeanor both at work and in the community. She is very involved with her church and the various charitable events it supports. Her volunteer efforts do not go unnoticed, but Debbie never brags about her acts of kindness.



RONALD WILSON
Sanitor
FBC of New Orleans
Years of Service: 19
Charity: Covenant House

Ronald is an inspiration to others at work and in the community. He hosts a gospel radio show on a local station and has a devoted following and has started an Internet gospel channel to reach even more people with his message. Ronald also visits nursing homes and emcees programs for charities.



STUART POOVEY
Engineering Tech
FBC of Newton
Years of Service: 7
Charity: The Corner Table

Stuart's work ethic is visible in everything he does, from the bakery floor to the support he provides his neighborhood. He takes children fishing and repairs anything from air conditioning to wiring, expecting nothing in return. He also buys school supplies for Pumpkin Center Intermediate School.



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DEBBIE WAGNER
Thrift Store Operator
FBC of Norfolk
Years of Service: 9
Charity: St. Jude Children's Hospital

Debbie develops good relationships with consumers and treats employees like family. Outside of work, she volunteers at the Portsmouth Housing Authority teaching interview skills and she helps recently separated parolees integrate back into society. Families who need transportation to and from doctors' appointments also can rely on Debbie.



BRIAN MITCHELL
Sales Manager
FBC of Ohio
Years of Service: 1
Charity: Cambria Somerset MS Society

Brian volunteered to go to Toledo to help Flowers break into the market there. Not only did he do his own job well, he motivated new distributors and picked up new business. When he isn't busy with work, Brian is a volunteer firefighter, coaches youth football and baseball, and volunteers for the MS Society.



MICKEY FAGAN
Manufacturing Director
FBC of Opelika
Years of Service: 44
Charity: Big House Foundation

Mickey spends a lot of time helping at the bakery, from cookouts and other events to ensuring product donations are taken to the Food Bank of East Alabama weekly. He also contributes to the Big House Foundation, which serves foster families.



KENNETH WILLIAMS
Maintenance Engineer
FBC of Oxford
Years of Service: 1
Charity: Muscular Dystrophy Association

Kenneth actively supports the ALS Association and donates technical expertise to repairing wheelchairs for patients who can't afford repairs. He and his family also participate in MDA Muscle Walks, collecting donations and contributing as much as they can. At work, he often goes beyond the call of duty to help others.



CHRISTI FELPS
Asst. HR Director
FBC of San Antonio
Years of Service: 2.5
Charity: Chapel Hill United Methodist Church Food Bank

Christi's supportive, positive attitude at work means that she goes out of her way for her fellow coworkers. Because she is so involved in the community, Christi is the go-to person for any event at work.



WILLIAM GARRISON
Production Operator
Specialty Blending Co.
Years of Service: 2
Charity: Community Correction Improvement Association

William serves as a mentor among both coworkers and young people in the criminal justice system. After having faced a similar situation as a juvenile, he uses his story to help youths look for ways to realize they need to change their lives.



PATRICIA TOMS
Assistant Controller
FB of Suwanee
Years of Service: 6
Charity: Hospice of the Comforter

Patricia has organized potluck luncheons, 5K participation, a Flags of Our Country diversity initiative, and E-News projects, all to improve team morale. She gets to know her fellow employees and represents the bakery at a city annual fall festival event. Patricia also helps the elderly.



JOANNE BROWN
Administrative Associate
Tasty Baking Co.
Years of Service: 32
Charity: James Spring Memorial Baptist Church

An active member of James Spring Memorial Baptist Church, Joanne is involved in the Food Share program that distributes food to the needy, and she initiated a shoe recycling program that sends gently used shoes to those less fortunate overseas. At work, she coordinates with SpArc, an association that provides vocational training to those with physical, intellectual, or developmental disabilities.



PATRICK DASHNAW
Engineering Director
FB of Texarkana
Years of Service: 5
Charity: Harvest Texarkana Food Bank

Patrick is a volunteer and board member for Harvest Texarkana Food Bank and raises money for breast cancer awareness through the Susan G. Komen Race for the Cure. At work, Patrick motivates his coworkers by showing leadership, having a positive attitude at all times, and volunteering for team projects.

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'SMITTY' STEPHENS
Marketing Director
FBC of Thomasville
Years of Service: 25
Charity: Prune Belly Syndrome Network

Smitty has donated portable classrooms to his local school system and volunteers much of his free time with the F.A.I.T.H. Riders Group. They provide Christmas toys to children and smoke detectors to homes without them. They prepare holiday meals for families in need and clean two miles of highway regularly.



VICKI WALKER
Distributor Relations Specialist
Flowers Foods
Years of Service: 11
Charity: American Cancer Society, Prostate Cancer Research

At church, Vicki volunteers as a greeter; she sews for different programs; and she "adopts" families at Christmas and other times. Additionally, for six years, she coordinated a back-to-school clothes giveaway. She also is a student mentor and has volunteered for the Nepenthic Society and Second Harvest Food Bank.



SANDY CHAPMAN
Customer Service Manager
Flowers Specialty Group
Years of Service: 16
Charity: Rainbow Village

Sandy tutors young Hispanic children, volunteers at her church thrift store, and supports the Daughters of the King. She coordinated a Christmas toy drive and participates in many charitable activities. As pastoral chair of Stevens Ministers, Sandy also helps shut-ins and others with transportation needs and with funeral ministry.



TUSURA EGE
Inventory Control Clerk
FBC of Tucker
Years of Service: 9
Charity: Bethel Int'l Ethiopian Evangelical Church of Atlanta

Tusura comes to work with a smile every day, treats everyone with respect, and helps ensure the bakery runs smoothly in any way he can, even if it means coming in on his day off. He volunteers for fundraisers for his church and helps set up for the choir every Sunday.



RICHARD SPARKS JR.
Break Person
FBC of Tuscaloosa
Years of Service: 3
Charity: Southside Missionary Baptist Church

Richard volunteers for his church and donates toys, clothes, and shoes to those less fortunate. He helps elderly people in his neighborhood take care of their yards, and works to instill good morals and a "pay it forward" attitude in his children. At work, Richard is a valued employee with a great attitude who helps anywhere he is needed.



NATHAN DEAN
Engineering Supervisor
FBC of Tyler
Years of Service: 5
Charity: Hawkins Volunteer Fire Department

Nathan coordinates a fishing tournament in his community to benefit the Hawkins (Texas) Volunteer Fire Department. In two years, the tournament has raised more than \$1,200, and it continues to grow. At work, Nathan has a positive, persistent attitude. He is quick to teach others to repair equipment or learn from those who can teach him new skills.



CHRIS PHILLIPS
Production Tech
FBC of Villa Rica
Years of Service: 8
Charity: Make a Wish Foundation

Chris has volunteered as a coach and umpire for Carroll County athletics for 15 years, mentoring young children, teaching good values and stresses the importance of education. Many of his young athletes from several years ago have gone on to graduate from high school and start college, but they still call him "Coach Phillips."



MARVIN LADSON
Production Helper
FB of Winston-Salem
Years of Service: 8
Charity: Hospice & Palliative Care Center

Marvin's calm demeanor makes him a positive role model at work. A former boxer, Marvin volunteers to help young people at a local gym develop their boxing skills, helping them stay out of trouble. Marvin has participated in charitable events for multiple sclerosis, veterans awareness, and homeless organizations.

Who will be honored next year?

Watch for nomination forms in September and help select your location's next Spirit Award recipient!