



PRESS RELEASE



SHEARER'S FOODS HONORED WITH THE 2008 CASCADE CAPITAL BUSINESS GROWTH AWARD

**FOR IMMEDIATE
RELEASE**

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**For Information on
Shearer's
Award-Winning
Products or Services,
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1-888-GREAT-CHIPS
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www.shearers.com**

Brewster, Ohio: Shearer's Foods, home of Shearer's Award Winning Snacks, has been honored as a 2008 Cascade Capital Business Growth Award winner for the third consecutive year. Additionally, the company was awarded the 2008 Overall Success Story in the area of manufacturing/distribution. The company won the same category award in 2006. In 2007, the company received the award for the highest employee growth in manufacturing/distribution. Accepting awards is nothing new to Shearer's. Since its founding in 1974, the Brewster-based snack food manufacturer has been honored for product quality, business growth, community service, customer service, human resources practices and innovation in manufacturing. Shearer's is featured in article "Shearer Perfection" by Erik Cassano, appearing in the October 2008 issue of Smart Business magazine.

Winning companies are located in Summit, Medina, Portage, Wayne and Stark Counties in Northeast Ohio and earned the Award by increasing their sales level 100 percent or \$5 million, or increasing employee numbers 50 percent or 25 people. Profits generated by these growing companies are reinvested in the local economy with the purchase of goods, services, equipment and facilities and the hiring of new employees, leading to increased growth and stability. Cascade Capital is certified by the SBA to deliver and service their 504 Loan Program in Northeast Ohio. A number of Business Growth Award winners received funding from Cascade Capital.

Shearer's Foods, Inc., founded in 1974, is the manufacturer/distributor of Shearer's Award-Winning Snacks. Varied products include a complete line of potato chips, tortilla chips, pretzels, cheese curls/puffs, peanuts, popcorn, corn chips and other snacks. While Shearer's is recognized as a leader in the snack food industry, they consistently achieve "excellence" in everything they do! *Real Simple* magazine ranked Shearer's the "Best Chips with a Beer" and *Newsweek* magazine commented their potato chips were "...crisply addictive." The company has been named "Snack Manufacturer of the Year" by *Snack Food and Wholesale Bakery* magazine. Shearer's has been awarded the Weatherhead 100, Cascade Capital Business Growth Award and The Entrepreneurs EDGE Award for being one of the fastest growing companies in Northeast Ohio. The Weatherhead School of Management has also recognized Shearer's as one of its Family Firms of Distinction. Shearer's potato chips received the Gold Medal Award from the American Tasting Institute of San Francisco for the best potato chips in America. Shearer's has been honored with the SCOPE Award as Business of the Year in Stark County, Ohio. The company has been recognized for manufacturing excellence by winning the Manny Award and the Evolution of Manufacturing Award. Shearer's has been awarded the North Coast 99 ten consecutive years as a top employer in Northeast Ohio. *Inside Business* magazine has honored Shearer's as one of the top performing companies in Northeast Ohio ten times with the Team NEO Success Award. Shearer's Snacks are distributed throughout the Midwest, New England states and parts of Canada.

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Shearer perfection

Robert J. Shearer grows Shearer's Foods by teaching others to become leaders.

BY ERIK CASSANO

Robert J. "Bob" Shearer believes that there is always room for more leadership in any business, even a well-established and highly visible business like Shearer's Foods Inc.

Shearer's Foods has had a winning business formula for years. Possessing many different capabilities in production and distribution, the snack food company is a prime example of achieving business success in the challenging Northeast Ohio economy.

But even with high levels of success, Shearer hasn't been content to let his company stand pat. Shearer puts the focus on his employees and the capability they have to take the company above and beyond what it has already accomplished.

Shearer believes that the head of the company doesn't need to be the smartest person in the company — not only that, it's better if

the leader is willing to hire people with high achievement potential. So he takes an involved approach to filling out his leadership team, handpicking the people who will serve on it, and then giving them the tools to perform their jobs optimally.

Shearer says a leader cannot just hire good people. You must hire great people.

"You cannot be afraid to hire people smarter than you," he says. "A great leader develops future leaders by giving them an opportunity to succeed."

With that philosophy in place, Shearer's has become a sought-after employer. From 392 employees five years ago, the company grew to 691 employees last year.

Shearer also takes his message of leadership to the community, speaking at area business luncheons and seminars, including the Lake County Entrepreneurs Club,



the Medina Chamber of Commerce, the East Side Entrepreneurs Club and the *Smart Business* Live Luncheon Speaker Series.

In addition, Shearer takes a mentoring role among the area's young businesspeople, mentoring college students and other young entrepreneurs who have started their own businesses.

Shearer believes all good leaders have several things in common: They lead by example, they are willing to be a part of all aspects of their businesses, and they include others in the decision-making processes of the business. The success of Shearer's Foods is proving that his business beliefs are ones worth listening to. <<

HOW TO REACH: Shearer's Foods Inc., (330) 767-3426 or www.shearers.com