



HEALTHY COMPANY

All-Stars

2023



Keep Supply
Springfield, MO

Pres/CEO
Josh Burch

the
Great Game
of **Business**[®]
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KEEP SUPPLY

BACKGROUND

When Josh Burch and Chris Langston sold their former business 40 Digits, a web development company in Springfield, MO, they began looking for new opportunities to continue their careers. In 2017, they teamed up with a third partner, Drake Hughes, to buy an existing industrial refrigeration supply business. Their strategy was to apply their experience in the online world to help modernize and revamp the business. "It was not a common move since we didn't know anything about distribution or refrigeration at the time," says Burch, who now serves as CEO of Keep Supply.

Having embraced the principles of the Great Game of Business with their former company, the partners at Keep Supply kicked off their new journey using the same game plan to open their books to their employees and teach them how they would benefit by helping the company grow. "I can't imagine running a company any other way," says Burch.

HEALTHY FINANCES

The Keep Supply story mirrors that of a turnaround as the company's revenue growth, and ability to generate cash, have expanded rapidly under the new ownership team. The company performed well during the pandemic thanks to its sophisticated online marketing presence and the fact they were able to provide products (they sell more than 100,000 SKUs) to its customers faster than its competitors. Keep Supply has recently invested in building a new warehouse to give them the ability to carry more inventory—and meet their customers' needs faster than ever by shifting to more stock ship over drop ship distribution.

HEALTHY CULTURE

The Keep Supply team is growing—fast. It's added some 34 new associates in the past year alone. Their plan also calls for hiring another dozen. The company's ability to recruit talent in an ultra-competitive labor market speaks to its "People First" culture. The team participates in setting the long-term strategic direction, which included making the decision to invest in the new warehouse. Everyone is also encouraged to voice their opinions by serving on the company's culture committee.

HEALTHY PEOPLE

Keep Supply associates benefit from perks such as unlimited paid time off and a health insurance plan (that includes vision and dental) for employees and their family members that is 100% covered by the company. The team finds ways to celebrate their victories and build camaraderie both inside and outside the office, including voting on an employee of the quarter and recognizing work anniversaries, which they call "Workies." The team has even introduced its own internal currency, called "Keep Cash," associates can earn and spend both on things like logo apparel or by paying it back into the community.

