

2018 Mid-year Pizza for Progress

Project Brief

Updated: 06/01/18

BACKGROUND	OBJECTIVES
<p>To welcome employees back from the holidays, we kicked off the year with a 1Q'18 Pizza for Progress event in Apple Valley. Employees enjoyed a slice or two while Uptonor President reinforced our strategic direction and our new brand campaign, "We mean progress."</p> <p>We have a need to communicate a mid-year progress update and view the 100-year-anniversary documentary and distribute CEO's 100-year anniversary message/postcard with documentary on USBs.</p> <p>We will distribute 100-year-branded gifts to office employees at all locations (U.S. and Canada) in July 2018 (during Fireside Chats/all-employee meetings).</p> <p>We will distribute gifts to Manufacturing and Warehouse shift employees at the July Town Halls and watch the documentary at their appreciation steak fry in September.</p> <p>Gifts include:</p> <ul style="list-style-type: none">• Tshirt• Water bottle• Reusable shopping bag	<p>To continue the conversation of progress, the mid-year Pizza for Progress event will address several needs.</p> <ul style="list-style-type: none">• Remind employees about our strategic priorities / Wildly Important Goal (WIG) / proof points• Progress we've made in first six months• Celebrate 100-year anniversary• Watch 100-year-anniversary documentary (short version: 13 minutes)• Celebrate/recognize the opening of new manufacturing facility in Hutchinson, Minn.• Focus discussion on Customer Experience (CX)

AGENDA/STRATEGY

Agenda draft/work-in-progress [All times are Central]

June 12, 2018; 11:30 a.m. to 1 p.m. (Central)

- **Apple Valley training classroom**
- **Lakeville lunchroom / lean room**

- Mississauga lunchroom
- Live and recorded webinar

10:30 to 11:30 a.m.: Set up gift distribution tables and pizza (at all locations)

11:30 a.m. to 12 p.m.: Employees arrive and eat pizza

12 to 12:20 p.m.: Brief welcome and introduce/watch documentary (Uponor president; Canada general manager; and corporate communications manager)

12:20 to 12:35 p.m.: Mid-year progress update from Uponor president

- Share anecdotal thoughts re: documentary
- Reinforce the strategic priorities / proof points (e.g., Hutchinson factory opening)
- Here's what we said in January and here's where we are six months later.
- Thank everyone for their efforts in 2017; the first six months and their continued focus on making progress in 2018

12:35 to 12:45 p.m. We mean progress messaging / Brand

- Thank you again for all your efforts.
- Please take a USB of the documentary (abbreviated and full-length feature versions) as you leave.

TARGET AUDIENCE/ATTENDEES

- All employees
 - June 12, 2018: All office employees
 - Log-in webinar for Lakeville, Hutchinson office, Canada, remote employees
 - Vice president of Operations will present a modified version for shift employees
 - July 18-19 Townhall meetings: Communicate mid-year progress update talking points and distribute gifts.
 - September 24-25 steak frys: Watch the 100-year-anniversary documentary (short version) on a loop (documentary has subtitles).
- Managers – talking points / team meeting huddle notes

KEY MESSAGES

- Remind employees about our strategic priorities / Wildly Important Goal (WIG) / proof points
- Progress we've made in first six months
- Celebrate 100-year anniversary
- Watch 100-year-anniversary documentary (short version: 13 minutes)
- Celebrate/recognize the opening of new manufacturing facility in Hutchinson, Minn.
- Focus discussion on Customer Experience (CX)

FUNCTIONAL SUPPORT NEEDED

- Internal communications
- External communications
- Administration
- Human Resources / Receptionists
- Operations / Manufacturing
- Lakeville Distribution Center
- Canada
- IT
- Other?

KEY MILESTONES

- May 9, 2018:** USB assembly completed
- May 10, 2018:** Overview heads-up to other locations (Lakeville, Hutch, Canada)
- May 11, 2018:** Save the date email invite
- May 18, 2018:** Mid-year Pizza for Progress team kickoff meeting
- May 22, 2018:** Delivery of thank you gifts
- May 23, 2018:** Ship Canada's gifts to Canadian executive assistant
- June 4, 2018:** U.S. gift bag assembly
- June 6, 2018:** Hutch gifts dropped off with Hutchinson Human Resources manager
- June 11, 2018:** Test webinar in Mississauga and DC (audio/visual team)
- June 12, 2018:** Mid-year Pizza for Progress event
- July 9, 2018:** Gift bag assembly for Apple Valley and Lakeville employees
- July 13, 2018:** Gift bag assembly for Manufacturing and Warehouse shift employees
- July 18-19, 2018:** Distribute gifts to Manufacturing and Warehouse shift employees at Townhall Meetings
- July 30, 2018:** Distribute gifts to Apple Valley and Lakeville employees at Fireside Chats.
- Sept. 24-25, 2018:** Watch documentary at Manufacturing steak frys.

BUDGET REQUIREMENTS

- Gift and pizza \$ coming from Administration and Marketing budgets
- Pizza, cupcakes, napkins, cupcake toothpicks: ~\$2,000
- Shipping costs to Canada: \$200

TEAM MEMBERS

Internal communications	Corporate Communications manager and assistant
Messaging / brand	Brand director and Corporate Communications manager
Event coordination / food	Project team (volunteers from various departments including HR)
USB-card assembly (~900)	Receptionist team
Gift bag assembly, storage and distribution (~900)	Event team and Reward and Recognition Committee members

AV/webinar/IT at all sites	Corporate Communications manager, IT manager, Sr. executive assistant; general manager of Canada assistant
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TACTICS

Tactic	Key date	Owner
Coordinate number of documentary USBs and postcard messaging from CEO with headquarters	Mid-April 2018 Completed	Corporate Communications manager
SurveyMonkey survey to collect tshirt sizes; ask managers/ supervisors to add sizes for team members who do not have access to email	April 20-26, 2018 Completed	Corporate Communications manager, Corporate Communications assistant, HR benefits analyst manager
Reminder to employees and follow-up message to office managers to collect shirt sizes from non-responders	April 25, 2018 Completed	Corporate Communications manager Note: design/quantities need to be communicated to vendor by April 27 (Training assistant coordinating)
Pizza for Progress save the date Outlook invite Will send revised invite (four site-specific ones: Apple Valley, Lakeville, Mississauga, remote) along with a manager note re: full-time/part-time employees only	May 14, 2018 Completed May 22, 2018 Completed	Corporate Communications manager
President's progress ppt presentation / talking points meeting Final talking points/presentation due to Administration executive assistant	June 5, 2018; 4 to 5 p.m. June 8, 2018	Corporate Communications and Brand Development team
Test webinar	June 11, 2018: 12 p.m.	Executive assistants in U.S. and Canada / Corporate Communications manager / IT manager
Pizza for Progress event	June 12, 2018	U.S.: Administration and Corporate Communications manager Canada: General manager and assistant
Gift bag kitting for manufacturing employees	July 9, 2018	Corporate Communications manager

		Project team Reward and Recognition Committee members
Townhall meetings to distribute gifts and share mid-year progress update	July 18-19, 2018	Corporate communications manager and HR representatives (Operations)
Fireside Chat to distribute gifts	July 30, 2018	Corporate Communications manager Brand Development Reward and Recognition Committee members
Steak fry to view 100-year-anniversary documentary	Sept. 24-25, 2018	Corporate Communications manager Operations executive assistant HR representatives (Operations)
Other tactics as identified	See June 7 and May 18 meeting notes below for details.	Corporate Communications manager

06/07/18 MEETING NOTES

Refreshments (pizza, cupcakes, lemonade)

- Pizza, cupcakes and lemonade (for U.S.); check-in with Canada on Mississauga plans -yes

USBs

- Corporate Communications manager: Distribute the USBs only at the Pizza for Progress event

Gifts

- Corporate Communications manager: Organize gift kitting for U.S. employees (including remote employees): July 9
- Corporate Communications: Confirm that Hutchinson and Mississauga received all their employee gifts.

Messaging

- Corporate Communications:
 - Messaging from president

- Initial welcome messaging for Canada general manager and corporate communications manager at other locations
- Final presentation due to President's executive assistant June 8
- Abbreviated version needed for July Townhalls

Webinar testing

- Corporate communications manager: Webinar test on Monday, July 11 in Apple Valley, Lakeville and Mississauga

Gaps

- TBD

Questions

- TBD

05/18/18 MEETING NOTES

Gifts

- All gifts (tshirts, bags, water bottles) will arrive in Apple Valley by Tuesday, May 22. (Documentary USBs are already here)
- Training assistant will ship 41 of the gifts to Canadian executive assistant. Corporate Communications manager to provide Canadian tshirt sizes to Training assistant.
 - Human Resources and Training will organize shipping items on the Lakeville truck to Mississauga (thanks for your offer!).
 - Canada executive assistant already has the documentary USBs and she will kit the gifts in Mississauga; and send remote employees their gifts from there.
- Corporate Communications assistant: create clean lists that we'll use as checkoff lists when we distribute the tshirts.
 - Corporate Communications manager will meet with assistant in person to go over this (and will send employee list separately, but here's what we decided.
 - Compare employee list with SurveyMonkey report to ensure there are no duplications.
 - Create clean worksheets with the following info: last name, first name, department, tshirt size.
 - Apple Valley office
 - Apple Valley manufacturing shift employees (need the shifts and manager indicated)
 - Hutchinson
 - Lakeville
 - Remote U.S. employees
 - All other employees who did not sign up for a tshirt

Gift kitting/assembly

- **Gift bags** will include the Uponor-branded reusable shopping bag, water bottle, tshirt and USB documentary cards (sorted by size)
- **Canada:** Canada executive assistant will kit all Canadian gift bags.

- **Hutchinson:** Corporate Communications assistant will kit Hutchison employee gift bags the week of May 22 and send to Hutchinson for HR to distribute.
- **Remote U.S. employees:** Corporate Communications assistant will kit the remote U.S. employee gift bags (we'll distribute those when the U.S. sales teams are here in late June; no need to ship)
- **AV/LV employees (except manufacturing):** June 4: Project team and Reward and Recognition committee will kit the AV/LV gift bags (except manufacturing) in the training center.
- **Manufacturing employees (except Hutch):** July 13: Project team and Reward and Recognition committee will kit the Mftg gift bags (no room to store assembled bags so will plan a separate kitting meeting before the July 18-19 Townhall meetings).
- Training assistant will arrange where we will store the gift bags until the events. After they are kitted, I can take the LV ones with me and find a location at the DC to store.

Food, napkins and cupcake toothpicks

- We are budgeted to serve pizza, cupcakes and lemonade/water for Apple Valley and Lakeville.
- Trish will order for Mississauga employees.
- Training assistant will order for AV and LV employees.
- Training assistant will order 2,000 of the 100-year-branded beverage napkins, 1,000 of the 100-year-branded cupcake toothpicks for AV, LV and Mississauga.
- Training assistant has extra 100-year-anniversary cups we can use in AV, LV and Mississauga.
- Training assistant will ensure we have sturdy paper plates (for both AV and LV – qty: 150 at each location).

Talking points

- May 29, 2018: Corporate Communications to set up meeting with Brand Development to discuss content for president's talking points and modified talking points for townhall meetings.

Set-up for Pizza for Progress event – June 12, 2018; 10:30 to 11:30 a.m. (Central); 11:30 a.m. to 12:30 p.m. (Eastern)

- Pizza, cupcakes, beverage set-up
 - Apple Valley: Training assistant, Operations assistants
 - Lakeville: Corporate Communications manager and assistant
 - Mississauga: Canadian assistant
- Gift bag distribution set-up
 - Gift bags separated by sizes; check off employee names when they pick up their bags
 - Apple Valley apps lab: Administration executive assistant, HR rep, Brand director (we could recruit some R&R committee members also if you think we need more people to help set-up and distribute)
 - LV lunchroom: Corporate Communications manager and assistant
 - Mississauga: Canadian assistant
- Classroom set-up
 - Training assistant /Administration assistant to ask Maintenance to set up classroom with chairs only

Event logistics; June 12, 2018: 11:30 a.m. to 1 p.m. (Central); 12:30 to 2 p.m. (Eastern)

- We are changing the order slightly and will show the documentary at all sites beginning at 12 p.m. (Central)/1 p.m. Eastern); as the webinar cannot show videos.

- Revised agenda:
 - 11:30 a.m.: Pizza line
 - 12 p.m./1 p.m. (hard start): Administration executive assistant to show documentary in Apple Valley; Corporate Communications manager to show documentary in Lakeville; Canadian assistant to show documentary in Mississauga
 - 12:15 to 12:30 p.m.: All sites/employees log into webinar; President speaks.
 - 12:30 to 1 p.m.: Employees pick up their gift bags as they leave.

- Corporate Communications manager to amend meeting invite for full-time/part-time employees only and include the documentary link for remote employees (will send separate invites)
 - Apple Valley
 - Lakeville
 - Mississauga
 - All others
 - Corporate Communications manager will also send separate manager email informing them that the event is for full-time/part-time employees only; not for seasonal, contractors or interns.

- Corporate Communications manager to confirm management business review (MBR) members to break from their all-day meeting to arrive before noon (MBR will not be required to stay the entire 90 minutes; already sent them a heads-up email).

Post-event

- Clean up training classroom and warehouse lunch room.
- For Apple Valley gift bags that were not picked up, we'll leave with the front desk along with the list of names.
- For Lakeville gift bags that were not picked up, Corporate Communications manager will leave with warehouse manager.

APPENDIX & INSIGHTS

TBD