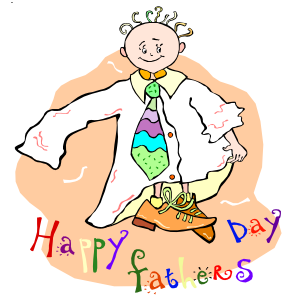


# Crown Crier



Volume DCCCLXIX

Lawrence, a place where people make the difference!

June 8, 2012



## Change Jack Lockett

"Our only security is our ability to change." ~John Lilly



### Organizational changes

A lot of change has occurred with the departure of managers through the Voluntary Transition Program, in addition to other managers that have left to take on new responsibilities. This has changed reporting structures for a fair number of people within the plant. Warehouse and Specialty will now report to Production Services, Counter and Specialty will combine into Packaging, Ribbon&Bow and Webtron will now report to Reproduction, in addition to CSA and process/area catalyst changes. As a staff, we appreciate your ability to stay focused and work through an ever changing environment and your commitment to producing a quality product that enriches peoples' lives.

We are now operating with less overhead; three Area managers versus four previously, 20 section managers versus 28 just 2 years ago. This equates to a 25% reduction in overhead, a direct impact to reduce our cost of product which is one of our corporate priorities for 2012.

No doubt it will take some time getting used to the different reporting structures, but if we have proven anything over the last five years, it is that we have the ability to adapt and to persevere.

### Press / Layout changes

By mid-July we will be receiving a Bobst 106 High-Speed Large Die-cut press in trade for a Bobst 102 die-cut press and the Shoebox 104 ER Die-cut blanker press. The SBX press literally ran only 35% of the time. We will still be able to blank die-cut Shoebox work on the 130 Blanker downstairs, but now we will be able to fully utilize this 106 die-cutter. This new high-speed press will give us greater capabilities and flexibility, and will be located upstairs in tandem with the 104 E die-cut press. In order to achieve this layout, two 1260 Foil Bobst presses will move to the South wall upstairs.

In addition, modifications to the Iijima 660, small hi-speed die-cut press are nearing completion, and we will be moving it from "Area 51" to the small foil/die-cut department upstairs. This press is a small platen press that will offer greater speed over Thomson die-cut presses, as well as being able to scrap in-line over-sized cards for flitter, flock, etc. - a great cost savings for creative to design this type of work.

### Industry changes

If you haven't seen me around lately, I was fortunate to attend DRUPA, the world-wide graphic arts convention in Dusseldorf, Germany as part of a three person Hallmark contingent. This show is held every four years where vendors and users alike gather to share what is new in the print industry. The show is absolutely one-of-a-kind with 17 halls, each the size of our warehouse, with actual presses set up and running for the two week show. Ink jet, digital print, and digital converting (creating a processed look without tooling, for example, using ink jet to lay down an adhesive for flitter versus a screen or rotary press) created a lot of "buzz" at the show. Much of the technology continues to evolve and is not quite ready for mainstream production. However, as you may already know, Hallmark invested in a digital printer from HP Indigo last year in Topeka, and we continue to evaluate if more digital capacity is needed.

### Retail changes

Obviously, we have had our experience with retail changes the first half of this year with Wal-Mart and Walgreen's hand assembly. I hope all of us have taken time to see the display up front showing the wonderful Hallmark cards we produced. It truly is outstanding execution of beautiful designs. This product is having an impact at retail and improving our performance. If you missed the Noon News on June 6<sup>th</sup>, please check it out as Ryan Myers, Wal-Mart National Account Sales Director, shares encouraging results about Wal-Mart and the Project GO work.

### Other changes

Undoubtedly, there will be more changes come our way as we strive to improve revenue for the overall company, and streamline costs and lead time in Lawrence as part of the overall supply chain. We appreciate your positive attitude in dealing with the changes and your resolve in making each day count in producing a quality product that enriches people's lives.

# Happy Birthday!

June

- 9 Scott Immenschuh, Larry Pippert, Chuck Stevenin  
 10 Sherry Downing  
 11 Mike Fisher  
 12 Brad Hinkle  
 13 Susan Wilbur  
 14 Kathy Nunn, Abraham Sam  
 15 Sandy Davis  
 16 Arlene Beurman, Thomas Reese  
 17 Terry Goff  
 18 Gary Brown  
 21 James Brouhard, John Wise  
 22 Jamie Cole, Tim Dunham  
 24 Brenda Myers  
 25 Renee Sidney  
 26 Scott Hattabaugh, Shawn Martin  
 28 Barbara Reed  
 29 Jeremy Allred, Teresa DaVatz, Kym Miller, John Rennick  
 30 Terry Hattemer, Brett Jackson, Gail Williams

July

- 1 Travis Griffin, Ron Skinner, Chuck Wyatt  
 3 Doug Heard  
 4 John Hardwick, Robert Shorter  
 5 Cheryl Post  
 6 Joe Shull  
 7 Rico Godinez, KJ Kalejaiye, Kent Kummer  
 8 Geri Coffman, Lisa Stice  
 9 Brandon Robson  
 13 Roger Page, Millie Schonherr

## Employee in the Spotlight

**Name:** Shawn Martin

**Position:** Material Movement Splst.

**Department:** Warehouse

**Yrs of Service:** 18 years

**Q:** Best part of your day?

**A:** Going and enjoying the weather.

**Q:** Toughest part of your day?

**A:** Getting up to go to work.

**Q:** Favorite Hallmark moment?

**A:** Leaving at 8am to enjoy the nice weather.

**Q:** What is your hope for Hallmark Cards?

**A:** To last a long time or until I retire.

**Q:** What is one thing many people don't know about you?

**A:** I played semi-pro football.

**Q:** What is your favorite season?

**A:** Summer so I can play golf.

**Q:** If you had a super power, what would it be? Why?

**A:** To be invisible so I could catch who stole my truck.

# Anniversaries

**35 Years**

**Mike Landers** (Facilities), 6/16

**Marilyn Walter** (R Print), 6/27

**20 Years**

**Keith Kennedy** (Plnt Gen), 7/6

**15 Years**

**Jen Cook** (Stkr Cell), 6/16

**10 Years**

**Randy Manske** (Ctr Pkg), 7/8



**Barbara Reed** (Invitation Cell)

will retire 06/29/12 after 15 years with Hallmark Cards. She started 09/17/96 and worked in Foil Stamp before transferring to her present department in 2000. Barbara will receive her retirement gift from Keith Kennedy on Friday, June 29.



**Greg Ledford** (Repro) and his wife, Ali, have a daughter, Shelby Alison Ann-Marie, born May 9.



**Did you know . . .**

◆...*American Red Cross* is a multi-service agency that provides disaster relief, assistance to military and their families, CPR, first aid, swimming lessons, lifeguard training for the citizens of Douglas County? The Red Cross also supports the collection of blood. For more information, call 843-3550.

◆...\$1 per week provides the cost of a uniform and a Cub Scout or Boy Scout Handbook for one boy?

# Thank You

I want to thank you for your thoughts, prayers and generosity at my mother's passing. Special people make the grief easier to bear. A special thanks to the Hall family, Eric Boldridge, Doris Ricks, Sheri Holladay, Rose Brown & Family and the Packaging department.

Virginia Smith (PID)

**SAFETY  
EMPLOYEE OF  
THE MONTH**

The following employees were nominated for the Safety Employee of the Month for June, 2012:

Wanda Lewis (LDC), Bill Riddle (Maint), Jeff Colter (Whse). Congratulations!



• A casual attitude towards safety = CASUALTY!