



Diversity (dih-vur-si-tee)

Kim Gouge



"Write an article about what diversity means to you...and keep it short". What a simple direction. What a simple task. Seriously? Where do I start?

I know a man (an intelligent man) who defines diversity in mathematical terms. He says, "Diversity is the sum of our similarities + our differences - our biases."

In non-mathematical terms, it means understanding that each of us is unique, and that we recognize and embrace our individual differences. It means we accept and respect those differences. They can include race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies. It is about understanding each other and moving beyond simple tolerance to embracing and celebrating the dimensions of diversity in each individual.

Ok, now that we know that, so what? What difference does it make? Don Hall Jr. says, "As Hallmark strives to make a genuine difference in "every life, every day" we must increasingly rely on the diversity of experiences and perspectives that only a truly inclusive workplace can offer." He goes on to say that we must focus on three areas in regards to improving diversity. They are marketplace, workforce and workplace.

I believe this means that if we, as a company, do not understand and respect the diversity of the marketplace, it is impossible for us to offer relevant product, at a relevant time and at a relevant cost. We must be in touch with what drives our consumer and we must realize that different people have different drivers. If we fail to accomplish that, we are out of business. If we don't value the diversity of our workforce, seeking out life experiences, ideas and perspectives, and really get to know and view each of our coworkers as valued contributors, and truly work to appreciate that we are each unique, then we cannot realize the full potential of each individual or our potential as a whole. Finally, if our workplace does not offer a safe, positive and nurturing environment in which to explore our differences, realizing the potential of our workforce is impossible.

We are so fortunate and challenged by the fact that we work in an industry and for a company where diversity is so important. We should not be afraid of the word...diversity is what the world is all about. The next time you think, "Wow, that guy is weird" or "She sure is different", don't be critical, but rather accept, respect and celebrate their diversity and the value they bring. We're all better off because we're all different.

Lawrence Hallmark Golf Tourney



This year's golf tourney will be held on August 4 at Alvamar Golf course in Lawrence. The tournament is expected to start at 8:00 a.m. and the format will be a four-person scramble.

The cost is \$47.00 per person which includes green fees and cart rental, is payable at the time of check in on the day of the tournament (**one check for all four players on the team is preferred**). An advance fee of \$10.00 per person is due when registering your team for the tournament. This money is non-refundable and is used for prizes. Total cost for the tournament is \$57.00 per person.

This tournament is limited to the first 30 teams and is open to all **Hallmark employees, and their relatives**. Employees from other manufacturing plants are also eligible to participate.

Please send the names of your team members along with the \$40.00 advanced entry fee to Alan Garcia @ mail drop 173 in Lawrence. For questions please call Alan on extension 3-0346. Entry deadline is July 27.

Entry Form

Team Members: _____

Plant / Phone: _____

Ext: _____

Team Captain: _____

Happy Birthday! Anniversaries



Did you know . . .

◆ ...*Independence, Inc.* provides advocacy, peer support, training, transportation and community education with a goal for increasing access to physical and mental healthcare for people with disabilities? For more information, call 841-0333, extension 104.

◆ ...*\$1 per week* provides four months of quality after school programming for one student from a low income family at the Boys and Girls Club?

July

- 14 Lonnie Bennett, Tammy Campbell
- 16 George Robbins
- 17 Clint Church, Mike Riley
- 18 Betsy Paradies
- 20 Sue Fletcher
- 21 Gary Florez, Luis Guzman
- 22 Patty Poff, Diana Pringle, Gina Riddle
- 24 Diedra Evinger, Steven Pope
- 25 Rick Falley
- 26 Sandy Bruhns
- 28 Roy Carpenter, Eugene Cowper, Dorena McLees
- 29 Darren Landers
- 30 Liz Barnhart, Angie Horne
- 31 Mary Chaney, Justin McClintic, Ron Rice

August

- 1 Casey Buerman, Zoe Ann Kennedy
- 2 Gary Bradley, Allen Korb, Patrick Riley, Kevin Truong, Barry Walburn
- 3 Wayne Wolgast
- 4 Tammy Hart, Troy Herschell, Stacy Massey, Bola Porter, Randy Smith
- 5 Bill Crain, Gary Parker, Greg Pringle, Rodney Waggoner
- 6 Matt Landsness
- 7 Jim Casper, John Kerr
- 10 Linda Reynolds

40 Years

Debby Fornelli (Ctr Pkg), 6/26

15 Years

Barbara Rollins (Quality), 7/28



Discount Ticket

Discounted tickets to the new SEA LIFE Kansas City Aquarium and LEGOLAND Discovery Center attractions open in Crown Center are on sale in the front office. Tickets for each individual attraction are available for \$14 per adult and \$10 per child (12 and under). Combo tickets are also available.



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

Sicily Ford (Mfg Fin), Sue Kingsolver (Spec Pkg), Wade Mooney (Maint). Congratulations!

Happy Retirement

Jay Wiscombe (Maintenance) will retire 07/31/12 after 37 years with Hallmark Cards. He started 12/12/74 and worked in Counter Packaging, Cardboard Fold, Reproduction, Warehouse and Facilities before transferring to his present department in 2011. Jay will be honored with a coffee on Friday, July 27, at 9:30am, in the Crown Room.

Mike Galliard (Safety/Facilities) will retire 07/31/12 after 33 years with Hallmark Cards. He started 06/25/79 and worked in Machine Fold, Cardboard Fold, Quality, Human Resources, Puzzles and Quality before transferring to his present department in 1996. Mike will receive his retirement gift from Keith Kennedy on Tuesday, July 31.

Charles Scales (Counter Packaging) will retire 07/31/12 after 33 years with Hallmark Cards. He started 07/23/79 and worked in Machine Fold, Cardboard Fold, Card Separation, Specialty Packaging, Counter Packaging, Production Services, Quality and Ribbon before transferring to his present department in 2003. Charles will receive his retirement gift from Keith Kennedy on Tuesday, July 31.

Employee in the Spotlight

Name: Tony Richeson

Department: Silk Screen

Position: Large Production Operator **Yrs of Service:** 23 years

Q: Best part of your day?

A: Going home.

Q: Toughest part of your day?

A: Waking up to go to work.

Q: Favorite Hallmark moment?

A: My father's 25th Anniversary recognition.

Q: What is your hope for Hallmark Cards?

A: To find new product lines to continue to grow.

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

A: I raise quail and pheasants.

Q: What is your favorite season?

A: Fall.

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

A: Time travel. To see how the world looks in 20 years.

