

THE Leavenworth CONNECTION



MARCH 2012

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Pump Up Your Heart Health

The facts related to heart disease in the United States can be alarming. The good news is there are several things that you can do to help prevent heart disease. Go to our latest issue of VitaMin to find out if you are at risk and what you can do to have a heart-healthy lifestyle.

Off to a Healthy Start

Since the 2nd Annual Hallmark Health Rewards program launched in December, participants have banked more than 96,000 points and cashed in more than \$6,400. Join this program that encourages weight loss and healthy lifestyle choices by allocating rewards

points that are redeemable for payroll dollars or gift cards. Take a moment to sign up at Hallmark Health Rewards to begin logging your healthy activities and lifestyle choices today.

Healthy Choice Recipes

Look for recipe suggestions on the Crown Room Intranet site. Forward any favorite suggestions you might have that could be included on the site. Check out 11 Ways to Wake Up Oatmeal.

Weight Watchers

Get the Weight Watchers Points Plus 2012 monthly pass. It allows you to attend meetings off of the Hallmark campus at a reduced monthly rate of \$39.95. Benefits include free eTools to help keep you on track. (Weight Watchers online is available for \$17.95). To enroll, visit the Weight Watchers site. Enter the Hallmark company ID: 1475, then the company

passcode: WW1475. For more information or for assistance signing on, contact Weight Watchers at 1-866-204-2885.

BMI and Weight Loss

Let the Hallmark medical department help you find out if you have a healthy Body Mass Index. If you do, you could earn 10 Hallmark Health Rewards points. The medical department can also help you with a body composition weigh-in to establish a baseline weight. Then you are eligible for 5 Hallmark Health Rewards points for every 5 pounds lost. It pays to lose!

Registered Dietitian Counseling

Score 10 Hallmark Health Rewards Points by having registered diet counseling. HyVee offers dietitian counseling for a fee.

healthrewards.hallmark.com

Value Chain Project

Earlier this year, Hallmark signed a new contract with Disney. This contract has a stipulation that Hallmark sell a certain amount of party product. In an effort to meet this goal, our business partners in Kansas City have asked Leavenworth to reduce the manufacturing cost of our party products. Their specific goal is to offer a commodity product line for stores like Dollar General, Dollar Tree, and Family Dollar.

Thanks to hard work by the operators in Gravure and Party, we tested new substrates for plates, cups, and napkins. Some of these stocks worked very well, some did not. From the testing, we were able to make a recommendation to the business unit of less expensive paper options.

This final recommendation resulted in an average cost reduction of 9.5% per format. This potential cost reduction is very exciting to the business unit, as they are getting pressured from Wal-mart to provide more profit margin. They were very interested in the potential to move existing designs to less expensive paper.

The next steps planned are to further test the stock, perhaps on some live jobs. This will help ensure the Leavenworth plant doesn't lose any efficiency by going to less expensive stocks. After that, we will hopefully start to produce product for the dollar stores and see our production volumes increase from where they are today.

**Remember our priority
of being a
ZERO WASTE FACILITY
Use the Green Spots
located throughout
the plant!**



Don't forget to log your health rewards points earned to win up to \$250 this year!

*2012 Lawrence Hallmark
Golf Schedule*
**Leavenworth employees
are welcome to join in!**



March 24, 2012-
Village Greens

April 21, 2012-
Eagle Bend

May 19, 2012-
Cypress Ridge

June 23, 2012- Dubs Dread

July 14, 2012- Lake Shawnee

August 11, 2012- Alvamar

September 22, 2012-
Tomahawk Hills

October 20, 2012- Village Greens

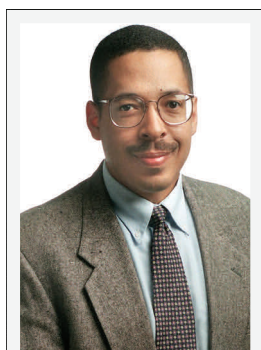
if they would like to enter, please send
\$40.00 cash to:
Alan Garcia, Reproduction Section Manager
Phone: 785-813-0346
Email: agarci2@hallmark.com

BIRTHDAYS

- 02 Jeff Pieratt
- 04 Randy Wilson
- 07 Donna Culbertson
- 07 Rick Emmons
- 08 Mike Kermashek
- 09 John Moore
- 09 Todd Vogt
- 10 Anna Moreno
- 10 Steve Rieck
- 17 Mike Baker
- 19 Lillie Boone
- 19 Rick Sherretts
- 22 Mike Robert
- 23 Joe Baker
- 24 John Fleming
- 30 Terri Ray
- 31 Cathy Milnark

SAFETY spot

**Hearing
protection
is a sound
Investment.**



Diversity & Inclusion GUEST SPEAKER

Lewis W. Diuguid, columnist for the Kansas City Star spoke on February 15th in recognition of Black History Month. His presentation was "Education and Economics: the Next Civil Rights Frontier." Mr. Diuguid has written columns for The Star since 1993 and has facilitated diversity workshops for The Star employees, colleges, and community organizations.

ANNIVERSARIES

40th **Debbie Sherretts**
March 21, Party

Hallmark IntraNET

**Access the intranet
from home,
HR Direct, and TMS:**
<http://access.hallmark.com/intranet>