

# THE Leavenworth CONNECTION



MAY 2012

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## HANDWORK *in Leavenworth*

In manufacturing, there are peaks and valleys of work. During this slower time of the year, an opportunity presented itself for Leavenworth to help out with a handwork project for Walgreens. Leavenworth is a specialty plant and we pride ourselves on our flexibility and our can do attitude. Even though Hallmark is known as a greeting card company, in Leavenworth, we haven't done handwork with cards here for years.



Since the size of this project is so great, work was spread out over Lawrence, Topeka, Leavenworth as well as several other outside local facilities

and oversees to meet our production goals. Besides regular full time employees, Hallmark retirees and Adecco temporary staffing associates are helping with the work.

The work has been slower to get here than anticipated initially, so anticipation is growing for a fast paced finish to meet our time frame of finishing up mid-June.

The type of handwork cards we are getting in Leavenworth involves mechanical folds, cold glue, foam easels and ribbon. These cards are sold at a higher price point with their added value and unique designs.

Samples are available to look at on the board just outside the Crown Room by the production board. The handwork area was set up after the project lead, Jill Boyd, viewed the handwork set up at Lawrence and Topeka and got feedback from their experiences. We have a space here that allows for good flow and ample elbow room.

The quality of the cards is very important as is the speed of which the work is completed. Rates have been developed for each job and there is a steady pace each person is expected to maintain.

It has been exciting to have a new process in Leavenworth, even if it is just temporary. A change of pace and learning new methods of working has been a welcome challenge for many involved. Leavenworth is glad it could help out to produce cards with handwork detail again.

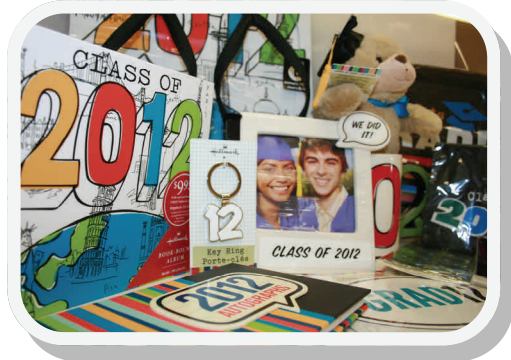


## CARD SHOP



The card shop is stocked with Mother's Day (May 13), Nurses Day (May 6) and Graduation cards and gift ideas!

The card shop will be closed for inventory May 8th & 9th. Plan to shop before then for the best selection in the discount section of the card shop!



## Diversity & Inclusion GUEST SPEAKER



### The Faith Project: by Diana Manning, Eric Disney, and Suzanne Berry

Four years ago, a small group of casual friends in Hallmark's Creative division started coming together to talk about a personal interest... faith. They met over coffee to share research and inspiration, and talked about how they felt something was

missing in both Hallmark's faith offerings and the general marketplace.

What started as casual get-togethers became a grass-roots effort to influence the religious product Hallmark makes. Hoping to reach more consumers on the religious spectrum than our brands traditionally have, the team cast a vision of faith product that is delightfully creative, deeply felt, inclusive and relevant. They've shared that vision with various planning teams and innovation platforms throughout the company, and advocated for it as a brand opportunity at higher levels.

The efforts of the current team—which consists of two writers, one illustrator, and support from Hallmark's Brand and Essencing Group—has become known simply as the Faith Project. At every opportunity, the team continues to speak up for a new way of thinking not only about religious product, but also about the important role faith plays in our consumers' lives and emotional well-being.

LOOK FOR THE NEAREST  
**GREEN SPOT**

**HallMark INTRANET**

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

**Hallmark health**

healthrewards.hallmark.com

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

## BIRTHDAYS

- 01 Gloria Darrow
- 01 Jack Jennings
- 01 Patty Kermashek
- 01 Walt Parr
- 05 Jackie McEvoy
- 08 Roger Darrow
- 08 Julie Denney
- 08 Bret Hansroth
- 08 Peggy Rule
- 12 Gail DeMaranville-Zule
- 12 Russell Farr
- 12 Connie Poe
- 13 James Matzeder
- 14 Jim Snider
- 15 Allen Ard
- 15 Debbie Shahegh
- 15 Bill Skahan
- 17 Marvel Lytle
- 17 Russell Pendleton
- 21 Doug Dickson
- 22 Ed Keys
- 22 Robie Ready
- 22 Pam Wranich
- 23 Susan Loftus
- 25 Terry Harp
- 26 Joann Alspaugh
- 28 Larry Wistuba
- 31 Betty Heintzelman

## ANNIVERSARIES

- 40th** Jim Baker  
May 17, Webtron
- 35th** Craig Rogers  
May 6, Gravure  
Terry Lindbloom  
May 16, Party  
Debbie Hesser  
May 26, Gravure
- 15th** Jeanette Byers  
May 7, Party  
Dan Carley  
May 12, Engineering
- 5th** Cassandra Lincoln  
May 21, Quality