

# ShopTalk



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Editor, Lisa O'Donnell Connors, x4-6803

## The Holiday Challenge For Employees

**T**ake the Lean Plate Club Holiday Challenge and you'll have the chance to win a trail bike, a T-shirt, and a catered afternoon snack for your department. The biggest reward will be when you get on a scale after a fun-filled holiday season and

weigh the same as you did before all the parties and meals. You had a great time and your pants still fit - Happy New Year!

That's the goal of Health Section columnist **SALLY SQUIRES's** Lean Plate Club Holiday Challenge. Many people gain at least one pound of extra weight during the holidays, while overweight people tend to add an extra five to six pounds, according to Squires. Unfortunately, those extra pounds tend to stay on. The purpose of the holiday challenge is to maintain your weight. It's not a diet and you should not feel like you are depriving yourself.

This is the third year of the weekly column's holiday challenge

and ShopTalk is challenging all Post employees to participate. The Lean Plate Club is partnering with ShopTalk, the Health Centers and The Post's food service vendor Brock & Company, to give employees the information and support they need to maintain their weight over the holiday season.

The Post's kickoff of the holiday challenge is Monday, Nov. 24 and employees can look for the announcement of the Lean Plate Club Holiday Challenge in the Health Section on Tuesday, Nov. 25. Every week, Squires will provide participants with easy-to-follow eating and exercise tips and goals. She'll cover topics that incorporate the latest nutrition and fitness findings, including adding steps to your daily routine, the importance of protein and fiber in healthy eating habits, good options for healthy snacks, and why getting enough sleep is important to your waistline. "We'll be focusing on things you can add to your life to make it a positive experience," explains Squires.

### What You Need To Do

To participate in the challenge you need to weigh-in at one of The Post's Health Centers at the Northwest Building, or the College Park

or Springfield Plant. The dates for the weigh-in are Nov. 24-26 and Dec. 1-3. Tell the nurse on duty that you want to weigh-in for the holiday challenge and she'll record your weight. This information is confidential and will not be shared with anyone outside the Health Center without your permission.

To help you keep an eye on your weight, cut out the chart on page 3 of this issue and track your weight every week, or if you want, every day. Squires reported during the 2001 Holiday Challenge that according to the National Weight Registry, people who regularly monitor their weight by getting on a scale are the most successful at long-term maintenance.

For support and information read the Lean Plate Club column in the Health section every Tuesday during the challenge. You can also participate or learn how other people are maintaining their weight during Squires's online chats on [washingtonpost.com](http://washingtonpost.com), Tuesdays at 1 p.m. More information and transcripts of the online chats are also available at [washingtonpost.com/leanplateclub](http://washingtonpost.com/leanplateclub). The Health Center nurses are another resource for information. You can call the North-



ARTWORK - RANDALL MAYS

# Something Fishy in Advertising

“We are already world famous for our news - we want to be world famous for our service,” explains **LEVERNE MOORE**, director of advertising services, on why the Advertising Department has launched a new initiative this fall to improve customer service. Their goal is to create an environment where customers are valued, their experience with The Post is hassle free and work is done right the first time. This is where the Fish! story begins.

Earlier this year Moore was looking through management books for the customer service team when she came upon Fish!, a story about a fictional manager who uses the lessons learned from fishmongers at Seattle’s Pike Place Fish to transform her workplace.

“It really touched me,” said Moore. “I shared it with my leadership group and they felt the same way, so we bought the book for the customer service team.” The enthusiasm for the book was contagious, according to Sales and Service Supervisor **PORTIA DUNMORE**. “It showed the customer service reps that they could make a difference,” she said.

Using concepts from the book, the team kicked off the customer service initiative during National Customer Service Week, held the first week in October. The customer service representatives were put into one of four Fish! ingredient teams (see end of article). The teams are responsible for learning about



The “Be Present” team during a skit on customer service at the quarterly meeting on Friday, Nov. 20. Standing is **CAROLYN JACKSON**, seated left is **DAVID SANDERS** and seated right is **DARLENE FLETCHER**.

and sharing one of the four main “ingredients” in the book - Play, Make Someone’s Day, Be Present and Choose Your Attitude. The teams were each given a day during Customer Service Week to use creative ways to improve customer service with both their internal and external customers. “The service team also works with the advertising sales representative and the staff in Ad Ops, so good customer service is just as important inside as it is to our outside customers,” explained Moore.

Customer Service Week was a huge success, according to **JOHN AUSTIN**, a Fish! ingredient team leader. The week’s activities included an awards presentation to staff with good attitudes and a red carpet rolled out for staff coming off the main elevators. “I’ve been involved with sev-

eral Customer Service Week activities over the years at other companies,” noted Austin, “but I’ve never seen the creativity, drive and determination we witnessed in October.”

The Fish! story continues and has spread beyond the customer service group to the sales representatives in the Recruitment Advertising Unit and into the Accounting

Department, where signs promoting Fish! concepts are displayed. On Friday, Nov. 14, the customer service team held the first in a series of quarterly meetings where the Fish! ingredient teams will present ways to incorporate the Fish! concepts into The Post’s workplace.

The Fish! ingredient teams include:

## Play Team

Portia Dunmore - team leader  
Pat Coates- team leader  
John Austin- team leader  
Garvin Brooms  
Candis Carnegie  
Wanda Elliott  
Tamara Gonzales  
Kevin Hicks  
Jamillah Jones  
Michael McCord  
Fred Newton  
Oyinma Wiggins  
Freddie Woodland

## Make Someone’s Day Team

Jinah Bryant - team leader  
Raquel Ly - team leader  
Angela Archer  
Tia Breggs  
Terri Campbell  
Danielle Carpenter  
Jamie Coleman  
Wendy Dade  
Barbara Lambright  
Ann Simpkins  
Rodney Mack  
Gina McLaughlin  
Audrey Washington  
Emilia Williams  
Rod Williams

## Be Present Team

Lori Dean - team leader  
Maxanne Cheatham  
Darlene Fletcher  
Carolyn Jackson  
Adrienne Manning  
Joy Miller  
Waymond Mitchell  
David Sanders  
Marva Telemaque  
Omar Torrance

## Choose Your Attitude Team

Cim Nash - team leader  
Ben Bayder  
Toi Lawrence  
Brenda Marshall  
Stacy Martin  
Melissa Meck  
Jeanette Strange  
Leslie Wade  
Priscilla West  
Derrick Williams  
LaToya Willis-Scales ■

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west Health Center at x4-7192, College Park Health Center at x6-1181, or Springfield Health Center at x6-2240.

**Support in the Cafeterias**

To support employee's efforts, Brock & Company will be featuring Lean Plate Club selections at the Northwest, College Park and Springfield cafeterias. Post employees



**ERIC GRANT**, director of community affairs and contributions is weighed in for the holiday challenge by Northwest Health Center nurse **ELLEN HERDMAN**. The weigh-ins will take place at the Northwest, College Park and Springfield Health Centers on Nov. 24-26 and Dec. 1-3. The weigh-ins are confidential.

will receive a ticket for every Lean Plate Club selection they purchase during Nov. 24 through Jan. 2. The tickets will be included in a random drawing on Wednesday, Jan. 8 for an employee to win a mountain bike.

**Cooking Demonstration at Northwest**

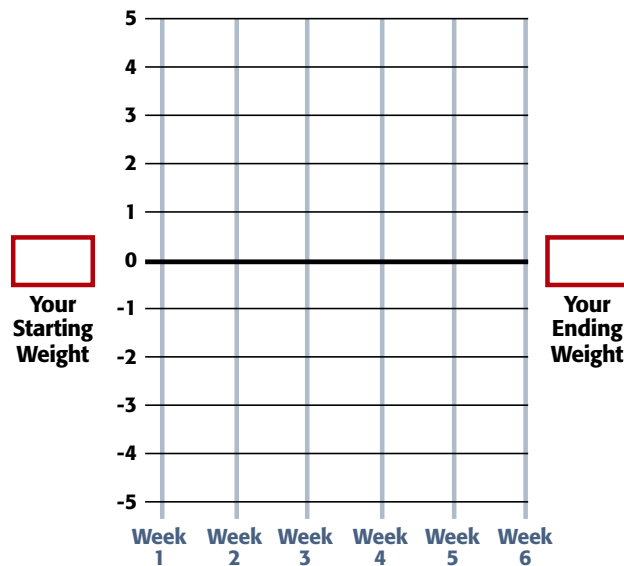
To add some fun to your challenge, Brock Executive Chef Daniel Dernetz will host a holiday cooking demonstration on Wednesday, Dec. 3 from 11:30 a.m. to 2 p.m. in the Northwest Building Cafeteria. He will be demonstrating how to make delicious appetizers that are lower in calories than other holiday temptations. Employees will be able to sample the appetizers and take home recipes.

**The Department Challenge**

There's also a challenge to departments to encourage colleagues to support each other. At the end of the challenge, the department with the highest percentage of participants who maintain their weigh-in weight will receive a

**Weight Maintenance Record**

*Weight Change By Week (lbs.)*



catered afternoon snack from Brock & Co. for its staff. We're including College Park and Springfield as two "departments" for the challenge. Departments will not be broken into groups, desks, or units, i.e., Advertising, including Ad Ops is one department, News is another department, etc.

**Measure Your Success**

After the holidays, participants will be asked to "weigh-

out" at the Health Center where they did their weigh-in between Jan. 2 and Jan. 8. The Health Centers will award T-shirts provided by the Public Relations Department and other prizes to participants who maintain their weigh-in weight. For more information, contact ShopTalk Editor Lisa Connors at x4-6803. ShopTalk will run a follow up story in January on The Post's holiday challenge. ■

**Gil Petr Awardees**

**ALBA CORTES** and **BONITA HAYNES**, both from Circulation Accounting, were the recipients of the 2003 Gil Petr Award presented by Vice President of Circulation **DAVID DADISMAN** on Wednesday, Nov. 12. Cortes is the first repeat winner of the award which she also received in 1999. The award, created in 1995, is presented each November in memory of Gil Petr, a zone manager who is often referred to as one of its

"unsung heroes," and an employee who quietly made a difference. The award recipients are Circulation staff who have exemplified Petr's legacy including his demand for accuracy, dedication to detail, as well as his compassion and dignity.

According to the award's administrator **MELISSA McCULLOUGH**, nominations for the award are open to both full-time and part-time Circulation staff at all levels.

The awardees are selected by a committee of Gil Petr Award representatives, which this year included **GREGG FERNANDES, CHARLIE HINES, BUDDY HOUGHTON** and **CHRIS KASSIS**. Houghton, a longtime friend and colleague of Petr's has been on the committee since the award was established. ■



Gil Petr Award winner **ALBA CORTES**, Vice President of Circulation **DAVID DADISMAN**, committee member **BUDDY HOUGHTON** and award winner **BONITA HAYNES**.



## An Invitation to the Eugene Meyer Awards

All Post employees are invited to attend the 2003 Eugene Meyer Awards on Monday, Dec. 8 from 5 to 8 p.m. The location is the Capital Hilton around the corner from the Northwest Building at



1001 16th St., NW. Phone is (202) 393-1000. Honor your colleagues who have received the prestigious Eugene Meyer Award and spend a fun evening with your friends at The Post. Entertainment will be provided by Metro staffer **TERENCE McARDLE** and his blues band Big Trouble.

Please RSVP to the Public Relations Department at x4-7969.

## Cookie and Book Sale on Dec. 9

The Newsroom is hosting its annual Cookie and Bake Sale on Tuesday, Dec. 9 from 1 to 3 p.m. in the 9th floor community room at the Northwest Building. All proceeds from the sale will go to the N Street Village, a complex of living quarters and programs for homeless women in Logan Circle. The cash and carry only sale will include selections such as books, toys, CDs and lots of cool stuff from Book World, Financial, Food, Home, KidsPost, Sports, Style, Sunday Source, Travel and Weekend.

## Levey's Annual Children's Hospital Campaign

Columnist **BOB LEVEY**'s annual fundraising campaign for Children's Hospital kicks off on Monday, Nov. 24. Look for his column in the Style section for information and details. The campaign, which has raised more than \$23 million since 1981, is the most successful effort of its kind in an American newspaper.

## Attention Eastern 500 Mentors

Eastern 500 mentors and 500 Club Committee members are invited to attend the first luncheon of the school year on Monday, Nov. 24. For more details or to RSVP, call **DAVID JONES** at x4-4917 or email [jonesdj@washpost.com](mailto:jonesdj@washpost.com).

## Key Idea Award Winner

**LESLIE WADE**, Advertising, was rewarded \$100 for her idea to decrease the time



LESLIE WADE

involved in researching insertion order disputes, while instituting uniform filing measures across categories, and lessening the volume of "courtesy-write off" adjustments. There are only 27 business days left to submit a Key Idea! The Key Ideas Program will conclude at the end of this year, so if you have an idea on how to save money or time, go to <http://intranet/keyideas> today.

## Correction

Editorial Copy Chief **VINCE RINEHART**'s name was misspelled in Promotions and Transitions in last week's ShopTalk.

## No ShopTalk Next Week

ShopTalk will not be published the week of Thanksgiving. The next issue will be published Dec. 4 and the Marketplace deadline for that issue is Friday, Dec. 28 at noon. Have a happy and healthy Thanksgiving!

# Marketplace

**FOR SALE:** You Better Believe It!, the CD by Terence McArdle & Big Trouble, \$15 for fourteen great tracks of jumping rhythm n' blues and swinging blues in a classic style. Contact Terence at x4-7859 or go online to [www.cdbaby.com](http://www.cdbaby.com).

**FOR SALE:** 1994 Honda Del Sol. Only 85,000 miles. 4 cyl. auto, air, AM-FM & CD. Removable hard-top roof. Color is white, Great get-around-town car! Asking \$4,250. Call Melinda at x6-1903 or (703) 941-5146.

**HOLIDAY NUTS:** Guaranteed fresh pecan halves for the holidays. Easy to freeze, delivered to your office, \$5/lb. Proceeds go to the Lions Club's work with the blind and poor. This is the 25th year of the sale! Call Bill Benner at x4-5281 or Veronica at x4-5214.

**SHARE APARTMENT:** Female roommate to share 2 BR, 2BA condo in Germantown. 1 min. to I-270. \$600/mo. Great location. Move in Jan. 1. Call Nadeem at (301) 728-5337.

**ISO PARKING:** Garage or off street parking for new car in Adams Morgan area, or near a metro line. Please call Dean at x4-7853, (202) 246-0071, or email at [feltend@washpost.com](mailto:feltend@washpost.com).

**ISO BAKERS:** Bake your best for the Annual Cookie & Book Sale on Dec. 9. Proceeds will benefit the N Street Village. All bakers are welcome - novice, experienced or somewhere in between. Please call or email Aimee Sanders for more info and/or to let her know if you are willing to bake something at x4-6748 or [sandersa@washpost.com](mailto:sandersa@washpost.com).

**HELP THE TROOPS:** Operation Uplink is a program that keeps military personnel and hospitalized veterans in touch with their families by providing them with a free phone card. Operation Uplink purchases phone cards and distributes them to servicemen and women. If you would like to help, visit [www.operationuplink.org](http://www.operationuplink.org), or for more information call Tanya at x4-6170.

**NEED A PIANO?** Upright piano with Victorian-esque carving. Best offer (ie, we really want it in your house, being used, and not in ours being ignored. No offer too low to be considered.) Call Liz at (301) 270-0030.

**SHOP IN NYC:** Christmas shopping Trip, Saturday, Nov. 29, \$45 round trip. Call to reserve at seat -Pamela Scott at x4-5882, (301) 735-9158.

**FOR SALE:** 2002 VW Cabrio, silver w/grey top/grey interior, 35k+miles, automatic, fully loaded, excellent condition, 50,000 mile warranty. Asking \$19,500. Call Bonnie at x4-7627, or (301) 274-3356.

**FOR SALE:** EPI Stereo speakers (pair of floor speakers) model T/E 100, 21.5" h x 12.5" w x 9" d. Good cond. \$45. Magnavox CD 3000 compact disk changer, 6 disk multiplay, great cond. \$45. Call Donna at x4-6437 or (301) 589-5381.

**MARKETPLACE DEADLINE:** Noon Fridays. Please include your name, extension and home phone number. Ads are for Post Employees only. Send ads to Shop Talk, 7th floor, or call x4-6803. To send ads via fax dial x4-4963; via e-mail send to [shoptalk](mailto:shoptalk). Ads run two issues unless otherwise requested. One ad per employee, please.