

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

Mad About Sudoku

If **Sandy Yeilding**, director of marketing for *Express*, ever imagined herself appearing on the local news, it is safe to say she probably didn't think it would be because of a puzzle. However, a large number of *Express* (a subsidiary of The Washington Post Company) and Post readers have become big fans of the Sudoku puzzle. Last month's in-paper Sudoku tournament contest caught the attention of

entrants were chosen at random to compete in a Sudoku tournament on Feb. 2 at Union Station in the District.

"The response was really amazing," commented Yeilding.

"These readers had to do quite a bit of work just for a chance to get in the tournament."

During the three-hour long event, the entrants competed in five rounds of 40 people with the top five winning a spot in the grand final round. Finishing in only 10 minutes and 13 seconds, Hannah Tesnan, a manager of a Potbelly Sandwich Works store in the District, was declared the grand prize winner. For her Sudoku prowess, she received a trip to London for two and a Union Station shopping spree. The second and third place winners finished their puzzles in just over 11 minutes.

Sudoku puzzles, which began running in The Post and *Express* in June, are number logic puzzles that



The Sudoku tournament participants work through their puzzles in Union Station.

PHOTO - EXPRESS



PHOTO - EXPRESS

Hannah Tesnan won the tournament's grand prize of a trip to London for two and a Union Station shopping spree.

WUSA-TV, Ch. 9. Yeilding, who coordinated the contest, was interviewed for a news broadcast that aired on Jan. 19 and 20.

The tournament, which ran in both The Post and *Express* from Jan. 9 to 13, required that entrants accurately complete five special Sudoku puzzles and send them in with an entry form. More than 7,000 entries were received and 200

have their roots in a centuries old Japanese art form. Sudoku means "single number" in Japanese. In the last few years the puzzles have become hugely popular in Great Britain, appearing in dozens of newspapers and other publications. A history of Sudoku on *Wikipedia.com* notes that the British newspaper *Daily Telegraph* has run the puzzle on its front page to get a competitive edge over its newsstand competition.

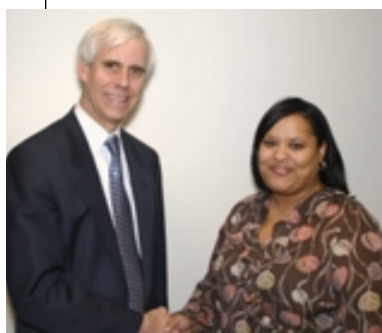
The Sudoku "craze" began last year in the U.S. and stories about the puzzle have appeared in The Post, the *New York Times* and last

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Advertising Award Winners

On Wednesday, Feb. 1, Vice President of Advertising **Katharine Weymouth** announced the Advertising Department's 2005 fourth quarter and year-end sales awards at the quarterly sales meeting held at the Northwest Building. Twenty-two advertising staff were recognized for their outstanding sales efforts in 2005 and were named to the President's Club. As part of their award they will receive a trip to Jamaica next month.

The following is the list of year-end and fourth quarter award winners provided by the Advertising Department:



*Publisher's Award winner for service, **Ayana Wong Wing**, with Publisher **Bo Jones**.*

YEAR-END AWARD WINNERS:

President's Club

Sales Reps

John Richmond (Jobs)
Anna Knapp (Jobs)
David DeJesus (National)
Ellen Gerhard (National)
Robert Vitriol (National)
Mark Gross (National)
Judy Wise Olsen (Classified)
Yasmine Gahed (Classified)
Elizabeth Nixon (Classified)
Kim Faulkner (Retail)
Noelle Wainwright (Retail)



Katharine Weymouth, vice president of advertising, applauds the 2005 President Club Award winners at the quarterly advertising meeting on Feb. 1.

Dianne Shelton (Retail)
Kevin Dammeyer (Express)
Kathryn Whitener (Express)
Ron Castner (BDU)
Toni Taylor (BDU)

Sales Managers

Tim Condon (National)
Kate Humphries (Classified)
Amer Yaqub (National)

Sales Directors

Larry Keating (Classified)
Joseph Teipe (CAU)
Robert Keenan (Express)

Eagle Awards

Tim Condon /
National: Entertainment
Kate Humphries /
Classified: Real Estate
Amer Yaqub /
National: International

V.P. Club Winners

Judy Wise Olsen (Classified)
Elizabeth Nixon (Classified)
Kevin Dammeyer (Express)
Yasmine Gahed (Classified)
Ron Castner (BDU)
Ed Aduss (National)
Nancy Parke (National)
David DeJesus (National)
Craig Cole (Classified)
Toni Taylor (BDU)
Carlos Silva (National)
Terry Lando (BDU)
Robert Vitriol (National)

Kim Faulkner (Retail)
Kathryn Whitener (Express)
Mark Gross (National)
Jackie Lau (National)

FOURTH QUARTER AWARDS:

Publisher's Awards

Sales

Mark Gross (National)
Robert Vitriol (National)

Service

Ayana Wong Wing (National)

V.P. Club Winners

Nancy Parke (National)
Ed Aduss (National)
David DeJesus (National)
Yasmine Gahed (Classified)
Elizabeth Nixon (Classified)
Carlos Silva (National)
Robert Vitriol (National)
Mark Gross (National)
Judy Wise Olsen (Classified)
Noelle Wainwright (Retail)
Seth Peterson (Jobs)
Ron Castner (BDU)
Teicha Harris (Jobs)
Kathryn Whitener (Express)

Pre-Call Planning

Ken Babby (National)
Yasmine Gahed (Classified)
Gayle Pegg (Retail)

Community Advertising Sales Achievement

Matt Dunn
Jesse Metcalf
Adam Bodenmiller

Sales Achievement

Anna Knapp (Jobs)
John Richmond (Jobs)
Dianne Shelton (Retail)
Charlie San Filippo (National)
Randy Royen (BDU)
Dennis Olney (Classified)
Carolyn Monroe (Retail)
Margie Meak (Classified)
Sheila McGrath (National)
Terry Lando (BDU)
Bud Humphries (National)
Angela Green (BDU)
Vicki Fleming (Retail)
Jenny Abramson (National)

**BDU is Business Development Unit*



*Publisher's Award winners for sales, **Mark Gross** and **Bob Vitriol**.*

Sales Excellence

Jacklyn West (Classified)
Noelle Wainwright (Retail)
Robert Vitriol (National)
Dianne Shelton (Retail)
Nancy Parke (National)
Elizabeth Nixon (Classified)
Sheila McGrath (National)
Lynne Maloney (Retail)
Mark Gross (National)
Mary Jane Gregory
(National)
Ellen Gerhard (National)
Kim Faulkner (Retail)
David DeJesus (National)
Sheila Baker (Retail)

Eagle Awards

Tim Condon / National:
Entertainment
Kate Humphries / Classified:
Real Estate
Amer Yaqub / National:
International

Weekend Trip Winners

Teicha Harris (Jobs)
Judy Wise Olsen (Classified)

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week in the *Wall Street Journal*. Sudoku runs Monday through Saturday in the comics section of *Style* and a super-size Samurai Sudoku appears in the color comics pages. It runs Monday through Friday in *Express*.

Shirley Carswell, assistant managing editor for news administration, is responsible for the newspaper's comics and puzzles including Sudoku. She said that **Gerry Rosberg**, The Post Company's vice president for planning and development, and *Express* Publisher **Chris Ma** brought Sudoku to her attention last year when they had seen and heard about the puzzles in the British newspapers.

There are four levels of difficulty for the puzzles – very easy, easy, medium and difficult. **Suzanne Tobin**, the copy editor for the comics pages, said that when The Post started running the puzzle they began with the very easy and easy puzzles to give readers a chance to try the puzzle without getting frustrated. "Then we started getting complaints that they were too easy and stopped



Jo Bynum, News, monitors The Post's comics hotline and returns the many calls to the hotline from readers who have Sudoku related questions.

using the very easy puzzles," she noted. Tobin receives 100 puzzles at a time through e-mail and with the same model used for crossword puzzles, runs the easy puzzles on Monday, medium in the middle of the week and difficult at the end of the week.

According to Carswell, the Sudoku puzzle by Pappocom (there are many versions) is provided by the creator at no cost to The Post. "The creator [Wayne Gould] just loves people doing this puzzle and is interested in spreading its popularity. He provides it to certain U.S. newspapers for no fee, as long as we include his Web site next to the puzzle."

Carswell's assistant **Jo Bynum** oversees the comics hotline and reports that Sudoku related questions

have almost doubled the number of calls on the hotline and "multiplied many times over" the traffic on the comics e-mail drop box. "Our readers are really getting into working these puzzles!" said Bynum, who personally responds

to readers' queries and talks them through the puzzle's instructions.

Bynum counts herself among the growing number of Sudoku fans. "I enjoy working the puzzle when I get a free moment. I tend to like the logical pattern of thought process that Sudoku creates."

Ryan Okumura, IT, is a Sudoku fan who measures the difficulty of each day's puzzle on the number of Metro stops it takes him to finish during his commute from Greenbelt to McPherson Square. "The easy ones on Monday may only take me one or two Metro stops, but on Friday it may take me the whole commute and I may not be able to finish until I'm on my way home," he said.

"I'm a numbers person and I like making everything fit...every time you do it, it is a challenge. It is a little addicting," admits Okumura.

A different version of the Sudoku puzzle is also available on washingtonpost.com. To learn more about the puzzle go online to www.SUDOKU.com. ■

SQUARE OFF!
SU|do|ku
TOURNAMENT

Play every day
Jan. 9-13 to enter and
win a chance to be in
the tournament!

Here is Today's Special Tournament Entry Puzzle

1 Complete this puzzle 2 Complete every special puzzle this week
3 Send all five completed puzzles in with a single entry form

100 entrants who correctly solve all
five puzzles will be randomly selected
square off in the tournament

ENTRY FORM

I am randomly drawn to participate and all five of my entry
puzzles are accurate. I have enclosed 5 completed puzzles (Puzzles 1, 2,
3, 4, and 5) and one entry form in one envelope.

Tournament Prizes:
Grand Prize: Trip for 2 to London to see the Sudoku World
Championships and a \$500 Union Station shopping spree!
2nd Place: \$500 Union Station shopping spree.
3rd Place: Two Amtrak tickets to New York City and a \$50
gift certificate from a Union Station retailer.

Special Entry Puzzle 3

7 1 9



Marc Goldman, sponsorship/marketing manager for the Marine Corps Marathon presented **Carrie Morse**, Public Relations, with an award last week in appreciation of The Post's presenting sponsorship of the Healthy Kids Fun Run on Oct. 30. Mark your calendar for the 2006 Healthy Kids Fun Run on Saturday, Oct. 28 at the D.C. Armory.

Bloodmobile at Northwest Building

The Red Cross Bloodmobile will be at the Northwest Building's auditorium on Tuesday, March 7, from 8 a.m. to 2 p.m. To make an appointment to be a donor, or if you have any questions, call the Northwest Health Center at x4-7192.



Stages For All Ages Returns

The League of Washington Theatres, with lead sponsorship from The Post, is presenting the Stages for All Ages program again this spring. The program is designed to introduce thousands of young people, 17 and under, to live, professional theatre in the Washington area. For select performances, 26 area theatres are offering a free ticket to a child 17 or under,

The Washington Post
Presents



with each adult ticket purchased. For detailed information on performances offered, to request a brochure or to check current availability of specific performances, call the Stages for All Ages hotline at x4-5885, or, go online to www.lowt.org/stages.

Interested in Weight Watchers?

The Northwest Health Center is looking for employees that may be interested in joining a Weight Watchers class that will begin in April. A minimum of 18 participants are needed to form a class. Call the Health Center at x4-7192 or send an e-mail to HealthCenter@washpost.com.

ISO Book Authors!

ShopTalk will feature books by Post authors in an upcoming issue. If you have written or contributed to a book that has been published in the last six months, or will be published in the next three months, please send an e-mail to ShopTalk@washpost.com or call Lisa Connors at x4-6803.

Guards Receive Awards

Two Guardsmark security officers based at the Northwest Building were honored by the security company with annual awards that were presented to them last month. Supervisor **Binyam Mamo** received the Guardsmark Medal of Valor and Officer **Chenapoh Wesseh** received the World Class Leadership Award. The awards were in recognition of their work last June in assisting a Post employee during a medical emergency.



Award winners
Binyam Mamo
(seated) and
Chenapoh Wesseh.

Marketplace

FOR SALE: Indigo by Clarks Black "Cheetah" Boots size 9.5. Purchased in early Nov. and only worn twice, look brand new. Paid \$150 for them from Zappos.com, now a great deal for \$100/OBO w/the original packaging. Photos are available. Call Carrie at x4-7972, or e-mail morsecm@washpost.com.

FOR SALE: Lillian August 3-cushion sofa, red background, tropical "Tommy Bahama" type print. Originally \$3,500, asking \$700/OBO. Also, Hekman square coffee table, orig. \$500, asking \$250. Great furniture, but our living room requires smaller pieces. Call Ellen Gerhard, x4-7762.

FOR RENT: With over 125 things to do, there is something for everyone to enjoy at Massanutten, 10 minutes east of Harrisonburg, VA off interstate 81. Just \$500 for weekly rental, Sat. to Sat., the last week in March. For more information, contact Denise Ponder x4-7137.

FREE! FREE! Ads in marketplace are free to employees of The Washington Post. Join thousands of satisfied customers who have bought and sold through Marketplace. The deadline is Friday at noon for the next Thursday's issue of ShopTalk. Send your ad with your extension and home phone number via e-mail to ShopTalk, or fax to x4-4963.

FOR SALE: Like-new Green Bay Packers winter jacket, size L, New size 9 men's Rockport boots, black nubuck, ankle-high, waterproof, nonslip soles—look more like sneakers; retail \$100+, asking \$40. New Compaq 126 key multimedia Internet keyboard, model CPQ125KB; \$10. New Johnson PetSafe Ultimate Pet Door; for doors 1 1/4 to 1 3/4 inches thick and pets up to 80 lbs; 20 5/8"Hx15 7/16"W; retails \$100, asking \$50. Lovely sage and tan bolster dog bed; extra-large (57-inch outer diameter), big enough for two dogs; washable cover; used three times; retails \$179, asking \$70 Call Anne at x4-5426 or e-mail at fergusona@washpost.com.

FOR SALE: Fender Stage Lead II Combo Amp. 250 watts, comes with foot pedal for channel select. Has only seen two gigs, basically been used as a practice amp, got a lot of life left in it. Asking \$300. Call Russell at (571) 247-7869 if interested.

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. Ads run two issues unless otherwise requested. One ad per employee, please.