

ShopTalk

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Editor, Mario I. Oña, x4-6803

PostPoints Program Preview

Many of you have probably heard Publisher **Bo Jones** and President and General Manager **Steve Hills** refer to it with enthusiasm and excitement, but what exactly is the new PostPoints Program? What does it entail and when does it kick off?

Since the program won't launch until February 2007 and it's still getting fine-tuned,

eligible for discounts and special invitations to exclusive events. It's also a tiered program, so single-copy customers and *washingtonpost.com* readers have a chance to participate at different tiers.

In addition to retaining readers with incentives designed to strengthen their loyalty, the program also aims to attract advertisers by rewarding readers who give Post advertisers their business.

"This program is launching with cooperation from almost every department in The Post," explained Lee as she made a case on why she thinks the program will be successful.

"We have folks from Accounting, Advertising, Circulation, IT, Marketing and WPNI working together to ensure we've covered all of our bases," she added.

"Post Points is different from any other program that I'm aware of because it links our readers and our advertisers," explained Hills. "At a time when readers and advertisers are demanding more value for their money, PostPoints provides a tool that creates more value for both.



The PostPoints Program Posse (left to right): Julie Davidson (Marketing), Mark Ross (Accounting), Rich Handloff (Consumer Marketing), Wendy Chen (Consumer Marketing), John Allen-Gifford (Accounting), Paul Wade (IT), Candy Lee (Executive), Susan Heyman (Consumer Marketing) and Elizabeth Ruhl (Consumer Marketing). Not pictured: Dustin Anderson (IT), Sarah Lumbard (WPNI), Jen Moyer (WPNI), Gregg Fernandes (Circulation), Mike Towle (Circulation), Laura Evans (Marketing Research), Andrea Meendering (Consumer Research), Patty Key (Circulation) and many others from various departments, especially Advertising.

The best part of the program is that it creates a 'virtuous circle' whereby readers, advertisers and The Post all gain from behavior that is valuable to all three."

Additionally, the community also stands to gain from the initiative, since points can also be earned for such things as donating blood or volunteering at designated non-profit organizations. "It's a win-win-win program,"

concluded Lee.

While no plan is 100-percent fool-proof, initial consumer feedback by a Post-hired research firm rendered encouraging results.

Post employees will be able to participate in the program and more information will be available to them prior to the February launch. Contact Lee at x4-5281 or leecandy@washpost.com with any questions or comments. ■



Program Director **Candy Lee** didn't want to let the cat completely out of the bag just yet, but she did offer some insight.

Subscribers who enroll in the program will receive a plastic card in which they can accumulate points through various ways. They can then apply points towards rewards ranging from gift cards to merchandise to trips. As program members, they will be

New Faces



Cassandra Brown



Amry Cox



Derik Dupont



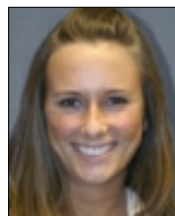
Jackie Ellis



Tiffany Evans



Tamara Gonzalez

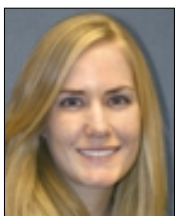


Megan Granito

PHOTO - JULIA EWAN



Ipek Gunenme



Ann Himmelberg



Jillian Jarrett



John Leubecker



Rosalyn Thomas

CASSANDRA BROWN, Advertising, is a new Sales Support Representative. She previously worked as a consultant at American Home Mortgage. She is currently working on her accounting degree from the University of Maryland. Though advertising is her work and accounting is becoming her trade, she loves photography. Cassandra picked up on many tricks of the trade while working in her father's studio. She shot a few weddings and said she prefers photographing children, because adults are "too much work."

AMRY COX, News (Administrative), is Managing Editor **Phil Bennett's** new executive assistant. After a 22-year Navy career, the executive assistant formerly known as Cmdr. Cox, has found the welcome and training she's received at The Post superb. She earned her biology BA from the University of North Carolina and her two master's degrees in strategy and policy from the Naval Postgraduate School in Monterey,

Calif. and the National Defense University at Fort McNair (D.C.) Amry joined the Navy to see the world. She has been married over 22 years. And she loves all things Italian after being stationed in Naples from 1990 to 1993.

DERIK DUPONT, Advertising, joined The Post as an associate sales manager in the Jobs Advertising Unit. He's coming from American On Line (AOL), LLC where he held various positions and worked out of Tucson, Ariz. He has a BA in history and classical civilization from the University of Illinois. During his stint at AOL, he spent several weeks working in India and Israel (before the war). This proved to be great for someone who loves international travel. He skipped out on Argentina and the Philippines to avoid stepping on any former co-worker's toes.

JACKIE ELLIS, Advertising, is new to Business Development Unit and Directories. Though she worked at The Post in 1995 in real estate advertising, she's

held numerous positions at various places. Most interesting, she was an intern at CNN's Chris Matthews Show, where she participated in roundtables with the celebrity news head on a weekly basis and provided topic ideas and feedback. Just before coming to The Post, Jackie spent a year in Dublin after she decided to follow her best friend. Apart from landing a sweet job as personal assistant to the owner of La Stampa Hotel, she also got hooked on Gaelic football—a mix of soccer and rugby—and even witnessed their version of Super Bowl Sunday called "All Ireland Sunday."

TIFFANY EVANS, Advertising, is a new account executive in automotive advertising. The recent University of Florida advertising graduate did two internships—one in Orlando and the other in Miami—before coming to The Post. She's a huge Beatles fan and "Eleanor Rigby" is her favorite Beatles song. She grew up on a farm in Indiana where she had a pet goat and developed a keen

sense of smell, particularly for animal "byproducts." Her retirement plan consists of owning a Greek Island large enough to hold all two of her friends (plus any friends she makes at The Post). Finally, don't ask her to get you a drink, as she'll likely spill it on you or herself.

TAMARA GONZALEZ, Advertising, is a team leader in the Specialized Industry Unit. She was previously the advertising coordinator in the Business Development Unit. Though her family lived in Jamaica, she was "accidentally" born in the U.S. when her mom went into labor early. Her last name invites a lot of "can you translate this?" or "what does this mean?" questions, but neither Tamara nor her father, whose last name is Gonzalez, speak any Spanish. She currently designs, makes clothes and aspires to go "main stream" with her line soon.

MEGAN GRANITO, Advertising, is a new zone account manager in the Community Advertising Unit. She was previously an

associate account executive with JWT Specialized Communication in Michigan and also did an advertising internship at Ann Arbor News. She holds a BA in mass media communications with a minor in public relations from Michigan State University. On first try, the most interesting fact Megan said about herself was that she moved from Michigan to the District. Then, she remembered that she has also danced classical ballet for a measly 17 years! Well, that and getting stung by a bee right on the eyeball.

IPEK GUNENME, Advertising, was recently hired as the new account manager for the Jobs Business Development Unit. She was previously an account executive at Cavalier Business Communications. She earned her BS in marketing from George Mason University (Va.) Originally from Turkey, she grew up outside of Istanbul. After an internship in the U.S. and returning to Turkey, she decided to complete her education back in the U.S. Ipek volunteers her time promoting her culture and likes to get involved in various Turkish community events. She recently volunteered at the annual Turkish Festival on Pennsylvania Avenue.

ANN HIMMELBERG, Writers Group, is the client services coordinator. Before The Post, she was a senior paralegal and operations group leader at Stone Street Capital, Inc. Before that, she was an assistant editor at the Car Book publication. Her BA is in English with a minor in art and art history from William and Mary College. Apart from Ann being on the equestrian team in college, studying English literature at Oxford University, rowing on Oxford's crew team, running the Marine Corps Marathon last year and loving pizza, there's

really not much more to tell.

JILLIAN JARRETT, News (Metro), is not a new face. She is, however, the most forgiving Post employee of the month. She forgave the ShopTalk editor for inadvertently forgetting to run her photo in the "Transitions in News" segment last week. After being the night side deputy copy aide supervisor, she's now an editorial aide at the City Desk. In addition to the interesting things published about Jillian last week, she's also a dedicated mother and loves spending time with her 21-month old daughter, Marley.

JOHN LEUBECKER, Advertising, just joined the Community Advertising Unit after working as a sales intern at Gannett Digital. He also did an internship at Thomson Financial. John got his BS in business and his MBA from Mount St. Mary's University (Md.), where he was also the assistant Lacrosse Coach. His team played in the 2003 NCAA tournament. John also said he can make a killer Reuben sandwich. John Leubecker = Reuben sandwich, coincidence? Totally.

ROSALYN THOMAS, IT, is a new Post business analyst. She was formerly a business analyst and consultant for ACF Solutions. She earned her BA in computer science from East Carolina University (N.C.) and her MS in the same discipline from Johns Hopkins University (Md.) Rosalyn enjoys the theater, particularly small intimate settings where she can be "up-close and personal" with actors. Apart from William Shakespeare, she enjoys the plays of two-time Pulitzer Prize-winning and multiple Tony Award-nominee August Wilson and various other "obscure" playwrights.

Movers and Shakers

Post contractor **Han Ngiam**, Accounting, won the Simon Cup Tennis Tournament in Reston, Va. on Sunday, Oct. 22 by defeating defending champion and two-time winner Andrew McLauch-

lin 6-2, 6-1. Ngiam was also on the men's doubles and mixed doubles championship teams, thereby becoming the first player in the tournament's 40-year history to win all three events in the same year.

Ngiam, 24, a native of Malaysia, moved to Reston in May after completing his master's degree at Tennessee Tech, where he volunteered to coach the women's tennis team. He also played collegiate tennis at Cumberland College in Kentucky.

The tournament is named after the community's founder, Robert E. Simon. **William Branigin**, News, contributed to this story. ■

PHOTO - COURTESY OF WILLIAM BRANIGIN



Post contractor **Han Ngiam**, Accounting (far right), standing with opponent Andrew McLauchlin (far left), Bonnie Grimsely (center) and ballboys Justin Briggs (left) and Nikhil Ramachandran (right) after winning the 2006 Simon Cup Tennis Tournament in Reston, Va.

Special New Face

Meet College Park's newest employee, sort of. The Post sponsored one of 50 uniquely painted fiberglass diamondback terrapins as part of the "Fear the Turtle!" campaign commemorating the University of Maryland's 150-year anniversary. The turtle, who was created to resemble the university's official mascot, Testudo, showed off its one-of-a-kind painted bod to passersby at Union Station throughout the summer. The yet-to-be-named employee made its way to work at the College Park

Plant on Oct. 24, where it's primary duty will be greeting visitors and eternally posing for many, many, many photo ops to come. ■



College Park Plant Manager **Sherry Gryder** and Assistant Plant Manager **John Mandish**, along with Building Services Manager **Sim Davis** are on hand to welcome their newest employee: a four-and-a-half foot tall colorful turtle.

PHOTO - JOHN WHITE

Body Composition Profile Test

It's back! Body Composition Profile Testing at the Northwest Building Health Center on Nov. 14 from 8 a.m. to 6 p.m. The test measures fat-free mass, body fat and total body water. It's a simple, painless and non-invasive procedure done by lying down for 10 minutes with electrodes attached to your hand and foot, similar to an electrocardiogram machine (EKG). By appointment only. Contact the health center at x4-7192.

United Way 2006 Campaign

The annual United Way drive is underway. Retired Washington Redskin, 1982 National Football League Most Valuable

Player and United Way volunteer Mark Moseley helped kick off the season on Oct. 20. Representatives from two local United Way beneficiary organizations—Martha's Table and St. Ann's Infant and Maternity Home—provided testimonials on how United Way funding has helped underprivileged children and young expecting mothers overcome difficult times. In a recent memo (available on Intranet) to all Post employees, Publisher **Bo Jones** outlined how contributions make their way to various organizations. He then informed the work force that as a result of a recent inquiry, which he directed in response to negative press about the United Way last year, he declared, "The United



PHOTO - AURORA GONZALEZ

Lisa Sheehan from St. Ann's and NFL Great Mark Moseley meet during the United Way kickoff at the Northwest Building auditorium.

Way today is an organization we want to support fully." Department chairpersons will distribute identifications and passwords for making pledges online. Contact your chairperson or campaign chair and Vice President **Lionel Neptune**, Affiliates, with any questions or concerns at x4-4228 or nep-tunnel@washpost.com. The deadline for contributions is Dec. 1.

Marketplace

FOR SALE: Sears Brand LXI 19" color TV with stand-\$75; RCA ProScan 30" color TV (PS31122)-\$250; Epson Expression 1680 scanner, 1600 ppi, 48-bit processing with transparency lid adaptor-\$600; Epson Stylist 3000 color printer-\$100. Contact Donna at 410-871-0117 or x4-6437.

HOUSE FOR RENT/CAR FOR SALE: Logan Circle Victorian, 4-story, 3BR/2BA, 2200-sq. ft. townhouse for rent (near 12 and N Streets, 5-min. walk from NW Building). Large master suite, 11-ft. ceilings, near 3 metro stops (Convention Center, McPherson Sq., U St.), central location, hardwood floors, central AC/heating, washer/dryer, basement den or office, small backyard. \$3500/month (1-yr. lease required). Available Dec. 1. Black 2001 VW Jetta for sale. Moonroof, leather seats, powerlocks/windows, new tires, very reliable, great condition, only 77K miles. \$8000 (o.b.o.). Contact Sudarsan for house or car: 202-302-2656, 202-716-4112.

Editor's Note: Sudarsan Raghavan is moving to become The Post's Iraq bureau chief.

MOVING SALE: Everything must go! 36" Sony HDTV (KV36XBR450) w/ stand-\$879; Denon Tuner/CD/Cassette stereo with Mission speakers-\$469; Tumi duffles-\$269; Coach duffles, Briggs & Riley wheeled garment-\$249 ea.; Mahogany entertainment center-\$479; Wood bookcases (2)-\$249 ea.; Wood man's chest-\$389; La-Z Boy recliners (2)-\$249 ea.; Wood Futon w/ top of the line mattress-\$449; Table lamps (2)-\$89; Sony digital camera-\$69; Lifetime conference tables (4)-\$39/\$29; File cabinets (2)-\$89 & \$69; Accessories-\$5-\$20. Contact Terry at 301-602-0066 or johnsontl@washpost.com.

FOR SALE: Legs too tired to walk? Rascal Scooter. Double batteries. Good Condition. Retail \$3200; asking \$1600. Contact Ellen at 703-743-5890 or x4-7762.

FOR HIRE: IT Project Manager. IT Department seeking experienced project manager to lead technology projects involving requirements analysis, system design and development, testing and implementation. Experience should include software deployment and business process management. BA or equivalent and experience in "full system lifecycle" implementation required. Project Management Institute certification strongly preferred. Contact Jeanne Koch, Manager IT HR Development at kochj@washpost.com or x4-6217, or see the posting notice available on Intranet for more information. NOTE: Position eligible for enhanced employee referral bonus of \$5000 if an eligible Post employee refers a candidate who is hired for the position. For more details on referral program, contact Nellie Goddard at x4-7941 or goddardn@washpost.com. Email resumes for consideration to seresumes@washpost.com (Subject: Employee Referral - Project Manager). Deadline: 5:00 pm on Nov. 17.

NEW MARKETPLACE DEADLINE: Noon THURSDAYS. Please include your name, extension and phone number. Ads are for Post employees only. Send ads to ShopTalk, seventh floor, or call x4-6803. To send ads via fax dial x4-4963 or to email send to shoptalk@washpost.com or onom@washpost.com. Ads run for two issues unless otherwise requested. One ad per employee. ShopTalk reserves the right to publish and edit all ads.

Get Heard!

The Post has always valued its readers' opinions. It helps us be a better newspaper. Well, we feel the same about you and ShopTalk, so we want to hear from you. Three ShopTalk suggestion boxes will be deployed in the next few weeks: one at the Northwest Building cafeteria and one at each of the plants. The boxes will allow Post employees to submit questions, suggestions and ShopTalk story ideas — anonymously if you prefer. The ShopTalk editor will review your submissions, research those items that might be of interest or use to Post employees and publish them in future ShopTalks.

We will try to respond to as many items as we can, but not every submission will be answered. Keep in mind that ShopTalk is a company newsletter, not a representative of management, and a submission does not constitute notice to Post management of a complaint or problem in the workplace.

The ShopTalk Box IS the forum to...

- make suggestions on improving ShopTalk or any aspect of the newspaper
- pitch story ideas
- ask general questions (preferably questions you would feel comfortable asking in a town hall meeting setting)

We look forward to hearing from you! If you have any questions contact x4-6803 or onom@washpost.com or shoptalk@washpost.com.