

ShopTalk



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Sunday Soggy Sunday Rain Couldn't Keep the Post Hunt Down

Because apparently the puzzles of the first ever Post Hunt this past Sunday weren't tough enough, mas-terminds columnist Dave Barry, Post Magazine Editor

have the heavenly one's number, but it wouldn't have been beyond them, considering these three funny guys went to some pretty loopy lengths to make sure the puzzles were a nail-baiting, hair-pulling, brain-pouncing experience from beginning to end.

Despite the drizzly weather, the Sunday afternoon fiasco drew a crowd of about five thousand contestants. Some, like the second-place Millareses, "a big ol' brilliant extended Cuban-American family," as Weingarten described them in his "Aftermath" chat, made the trek all the way

from Miami, where Barry, Shroder and Weingarten have been pulling off their stunt for over 20 years. And others, like the local Canner-Shaefer family



The Racing Presidents getting smoked by a young buck (George always came in second and Lincoln came in third) at Franklin Park. Keeping in mind that the answer needs to be a number and that the clue read "The Post Hunt Presidential Race: A Time for Change," what was the answer? A "buck" and twenty-six cents (George is on the Quarter and Lincoln on the Penny) or simply 126.

week-old baby Will, did their best to have fun, while keeping dry.

It would take all four pages of ShopTalk (in very small font) to explain how the winning team of the Boneless Chicken Cabaret—Northern Virginians Todd Etter, David

made up of Papa Glenn Canner, Momma Stephanie Shaefer and their sons Charlie, who is "four and three-fourths-years-old," as he proudly boasted, and the bundled, itsy-bitsy, seven-

Humor columnist Dave Barry provides the first clue to kick off the Hunt to a crowd trying to pay attention, while staying dry.

Forrest, Chris Guthrie and Jack Reda—pulled it off. But in summary, solving the puzzles required, among other things, staring dizzily at the Chinatown arch, staring befuddledly at the Carnegie Library in Mt. Vernon Square, tasting the coconut flavor in a fortune cookie, watching the Racing Presidents (George, Tom, Abe and Teddy) get smoked by a young buck and perhaps most inexplicably and hideously flagrant to the good people of D.C.: finishing the game by



All with a reason to celebrate. From left, David Forrest, Jack Reda, Chris Guthrie and Todd Etter formed part of the Post Hunt winning team, the Boneless Chicken Cabaret. Columnist Dave Barry, Post columnist **Gene Weingarten** and Post Magazine Editor **Tom Shroder** pulled off their first Post Hunt. Despite the inclement weather, approximately 5,000 showed up.

Tom Shroder and Post columnist **Gene Weingarten**, who all met at the Miami Herald in the '80s, put in a call to Saint Peter to make it rain. All. Freakin.' Day. Long. Okay, they didn't really



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The Post's Star Power: From the Hill to the Valley

West Coast accounts manager **Mark Gross**, Advertising, thought it was a prank when "On Faith" blogger **Sally Quinn** called his San Francisco office offering to stop by and meet with Post clients, while she and husband, Vice President at Large **Ben Bradlee**, would be in the neighborhood for a family wedding.

Quinn called Gross on March 19 after associate editor and columnist **David Ignatius**, who had participated in two recent client dinners in

this was different. If anyone would have asked me who Ben Bradlee is, then they wouldn't have been invited."

Accounts coordinator **Catie Hackett**, Advertising, while on vacation in the area, helped Gross hand stamp, address and mail out 35 certified invitations to clients and prospective clients. Armed with Sharpies, nametags and no shortage of handshakes, Los Angeles account manager **Sheila McGrath Wulf** flew north, while D.C.-based Major Accounts Unit Director **Ken Babby** and Travel sales manager **Joe Teipe**, Advertising, made the 24-hour roundtrip to support the event and, among other things, bring a fresh batch of the day's paper to the dinner.

Gross selected Limon, a Peruvian eatery in the Mission District—San Fran's answer to Adam's Morgan—and billed it as "an intimate dinner with Ben Bradlee and Sally Quinn." Among the first to reply was none other than Craig Newmark of Craigslist, Inc.

A few days before dinner, San Francisco Mayor Gavin Newsom agreed to attend. Gross had half-jokingly pitched the invitation to his friend, Chris Vein, chief information officer for the city, who delivered the confirmation via voicemail, e-mail and a text message: "If you have an extra seat, the Mayor is a go."

So on May 12, a short 3,000 miles from D.C., twenty-three prominent and smitten Bay Area-based execs dined with Bradlee, Quinn and Newsom. One exec even asked to keep the copy of The Post that Bradlee was looking at. With Hewlett-Packard, Intel, Microsoft, Oracle and Virgin America in the house, the dinner became

THE invitation-only event to be at in the area. The mayor's supposed 10-minute stop ran over by only an hour and 20 minutes. And in an effort to attend, Google tried to sneak an exec out of an important meeting, while Apple tried to change a flight to Beijing.

"It's not the celebrities or senior execs that made this kind of event so thrilling," says Gross. "It's the power of The Post's brand impacting everyone, despite being so far from its hometown. It was also a thrill to watch so many prominent folks, including the mayor of San Francisco being hypnotized by Ben and Sally!"

Gary Elliott, senior vice president of corporate brand marketing at Hewlett-Packard, said, "Memorable from start to finish. I'm so impressed with Ben and Sally and with what they have given and continue to give to the industry and to us, the readers. You throw a helluva dinner." ■



Vice President at Large **Ben Bradlee** and wife and "On Faith" blogger **Sally Quinn** talk to San Francisco Mayor Gavin Newsom during an invitation-only shindig set up by West Coast accounts manager **Mark Gross**.

the Bay Area, prompted her. Gross immediately seized the opportunity and set up a dinner.

Gross says, "When you're not in D.C., we're just another vendor in the media world. Clients don't respond to emails unless they need you. And forget about accepting an invitation or recognizing our writers or historical landmarks. But

finding someone—get this—sporting a Boston Red Sox ball cap of all things. That someone?

Washingtonpost.com’s head honcho **James Brady**.



From left, Post columnist Gene Weingarten, Post Magazine Editor Tom Shroder and columnist Dave Barry curse, contemplate and sulk—respectively—at the site of the gray sky hovering above them like a big, fat zeppelin itching to burst on their big Post Hunt debut.

So what did it take to win?

Etter, a product manager at the investment and finance Web site The Motley Fool, said, “We certainly didn’t think we would win, but we thought we had a chance to do well.”

Apart from Etter and his three teammates being “hooked on puzzles of this type,” Etter said, “We also get along really well, which is crucial... Once the event began, it was a truly democratic process and it has to be. You have to keep an open mind and listen to your teammates because every idea is possibly the right angle to take.”

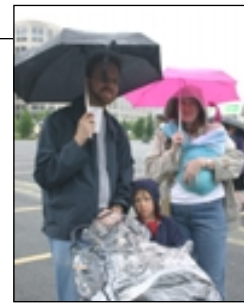
Even though the puzzles can be challenging, the Hunt is advertised as a family event because sometimes the puzzles are so obvious that children—without over-analyzing—are best suited to solve them, as was the case with Etter’s sons, ages 9 and 6, who were on another team, but came up with two of the answers.

One of the most memorable scenes the winning team encountered was during lunch at the Capital City Grille, where other teams were sifting through comics and measuring maps with rulers. “We even saw a guy in

the bathroom holding up the Jumble puzzle to a mirror,” said Etter.

Asked if they trampled over the elderly or children during their “mad sprint to the final location,” where they barely beat the Millareses from Miami, Etter jokingly said, “Oh, we ran over three elderly children.”

Though some past Hunts in Miami have had their share of problems, like the one where the set of one of the puzzles was blown in the water by violent wind gusts, Weingarten told his chatters on Monday: “The [Post] Hunt went off essentially flawlessly because of the four most competent people on Earth: [Marketing’s] **Julie Perlstein, Carla**



Ahhh... the brave and courageous Canner-Shaefer family. Teamwork: Papa Glenn Canner with notepad, baby carriage and umbrella in tow is responsible for keeping their son Charlie Shaefer-Canner dry, while Momma Stephanie Shaefer has to keep seven-week-old baby Will Shaefer-Canner dry.

Taylor, Nicole Marshall and Julie Gunderson.

Many other Post volunteers like Advertising’s **Derek Methu** and IT’s **Mike Najarian**, who stood on 7th and H telling participants to “look at the big picture,” and **Katie Shea**, who handed out fortune cookies, helped keep the

fun from getting rained out. It also didn’t hurt that WPNI’s **Kris Coratti** and **Maria Cereghino** in collaboration with Public Relations’ **David Jones** put out a well-timed, broad-reaching press release that helped draw people despite the inclement weather.

To view video explanations of all the puzzles and photos of the event, visit: washingtonpost.com/posthunt. ■

Post Performance Management Update

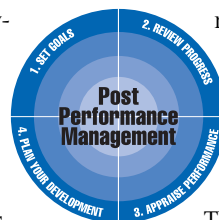
The recently launched Post Performance Management (PPM) process will enter its second phase soon and the deadline for completing the first goal-setting phase is June 16.

“We want to reiterate this important new process because people are still understanding it, but we also want to update them on the company’s new Strategy for Growth,” says **Peter Joseph**, HR manager for Organizational Development (OD).

The ongoing, four-phase, cyclical program aligns the everyday work done by Post

business-side employees with the strategic goals that are most important for The Post’s continued success. During the first phase, managers have been creating departmental, team and individual business goals that are consistent with one or more imperatives of the new “Washington Post Media Strategy for Growth,” as listed on Intranet: HR/PPM/ “Strategy for Growth-2008.”

During the second phase, managers and employees will be reviewing progress and



recording notes that can be used in the annual performance appraisal, which is phase three of the process.

The final phase consists of employees and managers opting to enhance the competencies needed for job success.

The streamlined PPM process is automated through a software tool called Performance Manager. A self-paced Performance Manager training is available on Intranet (HR/ OD&T—on right navigation bar/PPM/ “Self-Paced

Software Training”), and the OD team will continue to provide training for managers and employees throughout the year.

“We will offer ‘just-in-time’ training for each phase of the new process,” Joseph says. “Training for phase one is almost finished and training for the next two phases is scheduled to begin in July.”

For more information and assistance with the PPM process contact Joseph at x4-6329. ■

Free Lunch for Pet Owners

If you work at the Northwest Building and you own a pet, Marketing would like to talk to you over lunch. Marketing will be convening several internal focus groups. The first one will focus on your pets. Your participation will help Marketing make some important decisions about future plans and projects. Please e-mail your name, department and phone number to shoptalk@washpost.com, if you would like to participate. Other focus group topics will be announced in upcoming ShopTalks.

Join the Race for the Cure Post Team

The 2008 Komen National Race for the Cure is on Saturday, June 7. Once again, The Post will have a team.

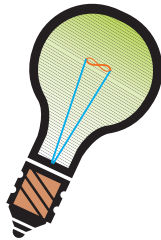


Employees and their friends and family can join The Post team. All Post team participants receive a team shirt and are invited to a pre-race breakfast at The Post on race day. **Alexandra McNair**, Advertising, is the new team captain and can be contacted at x4-7045 or mcnaira@washpost.com for more information about joining the team.

The Post Green Campaign

In the next few weeks, Public Relations, in conjunction with other departments will be

putting together a green informational campaign to let employees know what The Post is doing to stay green and become more green. Anyone with ideas, suggestions or interest in participating or volunteering in any green initiatives, can contact shoptalk@washpost.com.



Post Green Facts:

- UPDATE: The Post has reduced energy consumption at the Northwest Building in 2008 by 139,205 kilowatt hours (and counting)
- The Post only uses fluorescent bulbs for replacements, no incandescent ones
- The Post has installed automated light switches that turn off lights automatically in unused areas and will be expanding the use of these switches in 2008
- The Post has eliminated old exterior and interior lighting fixtures and replaced them with new more energy-efficient fixtures
- The Post has turned off all vending machine lighting to reduce electricity consumption
- The Post and its employees have an ongoing electricity reduction campaign. Among other things, they are asked to treat their workspace as they would their home by:
 - Turning off lights when leaving their office for extended periods
 - Turning off lights in unused conference, copying and

storage rooms

- Turning off cube lights and lamps when not in use or at end of the day
- Turning off unused fans, heaters, radios, and any other electrical devices
- Turning off monitors and printers when not in use (IT asks that your computer remain on for overnight updates)
- Use recycling bins in building for plastic bottles, aluminum cans and white paper
- Turn off sink faucets and report defective or leaking faucets to x4-7148.

If you or a colleague are doing something not listed here or have any suggestion, let us know. Write to shoptalk@washpost.com.

EAP Tip

With today's busy schedules, it can be hard to stay on top of all the competing demands on your time. However, there are things you can do to better manage the time you have and still feel a sense of accomplishment. As part of APS Healthcare's continuing effort to promote the Employee Assistance Program (EAP), a tip sheet on "Time Management" is now available near

the Health Center or by contacting ShopTalk (onam@washpost.com). Remember: EAP is committed to being "Healthy Together" and is available 24 hours a day, seven days a week at 1-800-765-0770 or at www.aphelpink.com. Just enter company code: Post.

Matching Gifts

Did you know that as a Post employee you may be eligible for the Matching Gifts program? If you donate money to charity, The Post will match your donation up to a specified amount. The next submission deadline for Matching Gifts is May 28, 2008. Matching Gifts forms can be found on Intranet under "Online forms." Contact **Darrick Hansen** at x4-6834 or **Tito Tolentino** at x4-6835 for more information.



Marketplace

FOR FREE: Hewlett-Packard Tricolor ink cartridge 78. Contact Pat at x6-2240 or 703-323-0794.

FOR SALE: Sectional sofa—leather, blue for \$1000. Solid iron wine rack \$100. Both are in excellent condition. Contact Heniretta at x4-7089 or 301-802-3399.

NEW MARKETPLACE DEADLINE: Close of business on Fridays. 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 onam@washpost.com. Ads run for two issues unless otherwise requested. ShopTalk reserves the right to publish and edit all ads.