

# ShoppTalk

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## 20 Year Club Class of '89



The 20 Year Club Class of '89.

**T**he year, 1989, is brought to you by the letter “T,” sort of. Tiananmen Square—much to the chagrin of the Chinese government—became the center of the universe when students demonstrated there. Televangelist Jim Bakker bid farewell to his air-conditioned doghouse and landed himself in the big house for fraud and conspiracy. Warner Communications and Time Inc. gave birth to a bouncing baby business named Time Warner.

Musically, the New Kids on the Block were “Hangin’ Tough,” later-to-be American Idol judge Paula Abdul was getting

frisky with a cartoon cat on her “Opposites Attract” video and Milli Vanilli had been discovered, but not uncovered. But it wasn’t all music wasteland. After all, Public Enemy fought the power with their masterful, politically charged single “Fight the Power.” And in sports, Joe Montana and company sent Boomer, Ickey and his shuffle packing in a squeaker: San Fran edged out Cinci 20-16 in Super Bowl XXIII.

But perhaps the most significant occurrence of 1989, particularly for the extended Post Family, was hiring a talented group of employees that on Oct. 26 celebrated two decades of service. During a luncheon

ceremony, Post Co. Chairman **Don Graham**, Chairman **Bo Jones** and President and General Manager **Steve Hills** inducted the group into the 20 Year Club.

Many spouses and parents accompanied the honorees, and several Post vice presidents stopped by to honor the employees and join them for lunch. Brock and Company catered the lunch, which included grilled steak strips, buttered garlic shrimp and tiramisu for dessert.

Publisher **Katharine Weymouth**, who planned to emcee the event, was called away on a personal matter, leaving Hills to preside over

the ceremony.

“Even though times are tough, being able to do this ceremony and honor all of you is worth everything to us,” Hills said. He then thanked all of the honorees before calling them up one by one to receive their commemorative pin and have their photos taken with Graham and Jones.

After the ceremony, the honorees and guests mingled before the event concluded with a group photo of the Class of '89.

To view photos taken during the ceremony, visit <http://tinyurl.com/2009-20YC>.

# Post Charities program launches

“There has never been a greater need to help our community than now,” said Publisher and CEO **Katharine Weymouth** during the launch of Post Charities on Oct. 27.

Post Charities is a new partnership with the McCormick Foundation, which is providing grants to nonprofits that support education in the D.C. area. The foundation will match 50 cents on the dollar donated to Post Charities.

The McCormick Foundation, named after long-time Chicago Tribune owner, editor and publisher Robert R. McCormick, is one of the nation’s largest public charities. And for more than 50 years, it has granted more than \$1 billion to organizations that serve the needs of children,

communities and the country—according to the foundation’s Web site.

David Hiller, president and CEO of the McCormick Foundation, said during the launch ceremony, “The McCormick Foundation partners with leaders in the community, and in this community, there is no better partner or community leader than The Washington Post.”

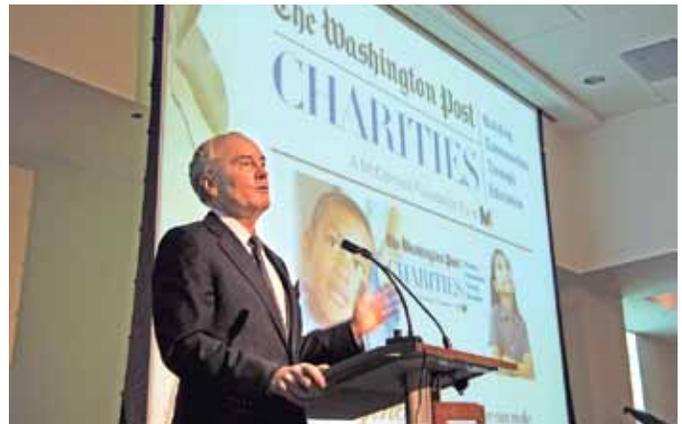
The Post will work closely with local nonprofits that focus on scholarships and fellowships, school curriculum enrichment programming and college retention efforts.

Hiller then said, “There is no better cause than education, and strengthening communities by investing in children.”

Following the formal ceremony in the Publisher’s Room (auditorium), the attendees, including community partners, student beneficiaries of past Post programs, and McCormick and Post executives, moved to the Executive Editor’s Room (multipurpose room), where they were treated

to talented student musical performers.

To see photos of the evening and a video of the student performers, visit <http://tinyurl.com/shoptalk-online>. And to donate, visit <http://washingtonpostcharities.com>.



McCormick Foundation President and CEO David Hiller addresses Post executives and community partners during the recent launch of Post Charities, a McCormick Foundation fund.

## 2009 Q3 Advertising and Marketing awards

### Sales Excellence

Kim Faulkner - MAU/ National Retailers  
Sheila Daw - MAU/ National Retailers  
Ellen Gerhard - RSU/ Regional Travel  
Alaina Stahl - RSU/ Health  
Tanya Blosser - SIU/ Real Estate

### Sales Achievement

Anna Knapp - MAU/ Financial  
Sheila Daw - MAU/ National Retailers  
Doug Coffelt - RSU/ Major Account Retail  
Gayle Pegg - RSU/ Major Account Retail  
Ellen Gerhard - RSU/ Regional Travel  
Anne Cynamon - Magazine  
Alaina Stahl - RSU/ Health

### Express/ MVP Award

Jacklyn West  
Sheila Wulf

### VP Club Winners (weekend trip)

Jackie Lau  
Diana Backlund

### Service Excellence

Donald Desperett - MAU  
Shineeta Gordon - RSU  
Lindsay Urchyk - SIU

### Eagle Awards

Group 1 - RSU/ Directories  
Group 2 - RSU/ Regional Travel & Education  
Group 3 - JOBS/ Tactical Team

### Publisher’s Award/ Service

Kimberly Kady - Ad Operations  
Willie Joyner - Magazine/Special Sections  
& TV Week Group

### Marketing Excellence Award

Andrea Meendering  
Christy Reniere

# Congratulations!

Note: MAU-Major Accounts Unit; RSU-Regional Sales Unit; SIU-Special Industry Unit

# Congratulations to the 20 Year Club of '89



From left, 20 Year Club honorees **Jacqueline Ferguson, Robin Wilkerson and Jinah Bryant.**



President and General Manager **Steve Hills** stops by to congratulate and greet honorees (from front to back) **Kathy Slack and Aimee Sanders**, and Sanders' mother, **Toni Talentino**, and honoree **Kim Faulkner's** (not pictured) mother, **Ruth Asbury.**

Bill Booth  
Anne Bouchard  
Veronica Bragg  
Jinah Bryant  
Grace Carter  
Rubén Castañeda  
Danilo Castillo  
John Coffman  
Kevin Crowell  
Randolph Dickerson Jr.  
Kim Faulkner

Vicki Fleming  
Vicky Fogg  
David Frye  
Tracy Hilton  
Terry Lyn Johnson  
John Kelly  
Peter Mascarenhas  
Donna McCullough  
Beverly McLaughlin  
Patricia Mialler  
Steve Mufson

Steven Neese  
Bill Nesler  
Hong Van Nguyen  
Patrick Nolan  
James Perry  
Andrew Polley  
Margaret Pressler  
Cassandra Ragland  
Aimee Sanders  
Lisa Schreiber  
Lucy Shackelford

Bill Simmons Jr.  
Kathy Slack  
Sean Sullivan  
Stephen Weed  
James Whitenack  
Robin Wilkerson  
James Williams  
Monica Williams  
Sandy Randall  
Jacqueline Ferguson



Chairman **Bo Jones**, honoree **Roni Bragg** and Post Co. Chairman **Don Graham** after Bragg received her commemorative 20 Year Club pin.



Honoree **Terry Lyn Johnson** and her husband, **Donald V. Johnson**, following the 20 Year Club induction ceremony and luncheon.

## Putting the fun in fundraising

**H**alloween costume contests, horse races, international potlucks and raffles are just a few of the things going on at The Post in an ongoing effort to put the fun back in fundraising. The next event will be The Post Yard Sale and Fashion Show on Nov. 20, followed by the Variety Lunch Hour Show on Dec. 17. If you can sing, play an instrument, crack a joke or possess some other hidden talent, contact **Tammy Johnson** at x4-7119.

The goal of the company is simple: 100 percent employee

participation. And with the launch of Post Charities (see story on page 2) and The Post's continued support of the United Way, there are now two easy ways to give back to the community during The Post's annual Fall Campaign.

Currently, Team 8 (Marketing/Circulation/Community Relations) is leading the horse race with the highest percentage of employee participation. IT is not far behind.

To donate to Post Charities, visit <http://washingtonpostcharities.com> (be sure to click on

"Washington Post Employee Giving" at the top right of the page).

To donate to the United Way, visit <http://tinyurl.com/twp-uwfc> (contact your team captain if you have any problems logging in).

For a list of team captains, detailed instructions on donating and to monitor the team horse race, visit: <http://tinyurl.com/post-fallcampaign>.



The freaks, ghouls and sexy people of the first annual Giving Campaign Halloween Contest. For photos and a list of winners, visit <http://tinyurl.com/twp-halloween>.

## ShopTalk Online



Visit the new ShopTalk Online (<http://tinyurl.com/shoptalk-online>) at the new PostPedia employee wiki site to view photos and videos, and to get more information for and about Post employees. See the photo of the week. Flip through 2009 ShopTalk archives (more archives coming soon). Read a compilation of facts and green tips from past "In the green corner" segments. Note: You must be on the network to access PostPedia and ShopTalk Online.

### Become a Post fan on Facebook and YouTube

To become a Post Facebook Fan: <http://tinyurl.com/cu5rgf>.  
To become a Post YouTube Fan: <http://tinyurl.com/c3aksx>.



## News From News

**Anne Ferguson-Rohrer** was recently named multiplatform editing chief and **Sarah Sampsel**, innovations editor for News Design. **Charity Brown** is the new editorial aide for Health & Science and **Becky Krystal**, for Travel.



### Post helps Moldovan journalists go digital

National Digital Editor **Paul Volpe** (blue shirt), along with Newsroom Operations Director **Claudia Townsend** and Local Politics and Government Deputy Editor **Chris Hopkins**, shared some information and answered some questions posed by journalists from Moldova on Oct. 26. Sponsored by the State Department and accompanied by two translators, the five journalists came to the United States to learn how to transform their traditional print and broadcast news organizations into multimedia hubs.

### Questions and comments for Post leadership?

ShopTalk has installed a dropbox in the downtown and Springfield cafeterias for you to submit questions and suggestions. All submissions will be read, and every effort will be made to respond to questions or suggestions during town hall meetings, the new PostPedia wiki site (FAQs), in ShopTalk or on whatever platform is deemed most appropriate.

### Post archives

If you need a Post event photographed for archiving purposes or need archived photos or old ShopTalks, contact ShopTalk Editor and Archiver Mario Iván Oña at x4-6803 or [onam@washpost.com](mailto:onam@washpost.com).

### Red Cross classes in the area

For a small fee, take one of these life-saving or important health classes offered by the Red Cross - National Capital Area. To register, visit <http://www.redcrossna.org> or call 202-409-1854. Listed below are a few hard-to-fill classes, but check the Web site for other training opportunities. Contact Springfield Plant Occupational Health Manager **Vanaida Holder** at 703-916-2243 with any questions.

Nov. 7 – Sport and Safety Training (for coaches) from 9 a.m. to 7 p.m. in Fairfax

Nov. 11 – Adult CPR (in Spanish) from 9 a.m. to 1 p.m. in Fairfax

Nov. 14 – First Aid and CPR adult, child and infant (in Spanish) from 9 a.m. to 5 p.m. in Herndon

## In the Green Corner

### FACT:

The Post has an online hub, titled "Green: Science. Policy. Living," dedicated to environmental issues (<http://washingtonpost.com/green>).

### GREEN TIP:

The U.S. Environmental Protection Agency recommends "Shower Power!" Taking a five-minute shower uses 10 to 25 gallons of water compared with taking a bath, which requires 70. To listen to the podcast, visit: <http://www.epa.gov/earthday/podcasts/2009eng/tip9.mp3>



### Young journalists cover Marine Corps Marathon

The Post Young Journalists Development Program collaborated with the Marine Corps Marathon organizers for a sportswriting workshop, where 10 area high school students received some valuable reporting tips from Sports staff writers

**Les Carpenter** and **Steve Yanda**, before heading out to cover various events during the marathon weekend. Above, **Brandi Bottalico**, from Bishop McNamara High School (Md.), interviews a runner after her 10K run. To view photos taken during the marathon weekend, visit <http://tinyurl.com/yjdp-mcm>.

## Marketplace

**ISO:** Need 30 irons—gently used or brand new in original box or shoebox. They will be shipped to Costa Rica and donated through Assemblies of God missions department of the Ladies Ministry. Contact Aurora at x4-7973 or [gonzalal@washpost.com](mailto:gonzalal@washpost.com).

**FOR SALE:** Terrific desk. Large, rectangular, cut-out for sitting area,

removable legs. Cherry finish. Very good condition. \$50 or best offer. Contact Leslie at 703-965-2138 or [blairla@washpost.com](mailto:blairla@washpost.com) (cc: [leslieblr@gmail.com](mailto:leslieblr@gmail.com)).

**FOR SALE:** Fresh Krispy Kreme Donuts for son's student gov. fundraiser. Only \$6 a dozen through December. Orders and monies by Fridays (through December) for

Tuesday morning delivery. Thanks! Contact Arisha Hawkins at x4-4287.

**FOR SALE:** Large desk with built-in storage hutch and detachable returns (full U-shape). Ideal for computer use and other applications. In good condition. Buyer will need to pick up. \$200 or best offer. Contact AI at 703-965-6244.

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