Ashley Ratliff

MARKETING COMMUNICATIONS PORTFOLIO

Table of Contents

MARCOM CAMPAIGN

EVENT DESIGN SAMPLES

BRAND & STYLE GUIDE DEVELOPMENT

WRITING SAMPLES

INTERNAL COMMUNICATIONS CAMPAIGN

MarCom Campaign

As the Marketing Communications Specialist for the Furious Flower Poetry Center at James Madison University, I developed this MarCom campaign for its 25th anniversary event and fundraiser. Other materials I created that are not included here are flyers, email communications, pitch emails to the press and day-of signage.

HOME

8x10" SPONSORSHIP BROCHURE

Full brochure included on the following 5 pages

WHO WE ARE

In the almost twenty-five years since its inception, Furious Flower's programs have reached thousands of poets, educators, students, and poetry lovers around the world. From our groundbreaking media and anthologies, to our children's creativity camp and summer seminars, to our decade-defining conferences, Furious Flower has impacted literary communities on local, regional, national and international levels.

Our programming seeks to cultivate an appreciation for poetry among all students—from elementary to graduate school and beyond. As part of our mission to support and promote Black poets at all stages of their careers, we aim to create platforms for them to encounter their readers and for readers to experience and engage with Black literary culture in new and exciting ways.

HOW YOU CAN SUPPORT

This 25th Anniversary Celebration offers a unique opportunity to recognize the essential work of Furious Flower and to help secure the future of its mission.

Your donations and ticket purchases will help us endow this vibrant cultural center and will be instrumental in preserving Furious Flower's legacy, ensuring its longevity and ability to continue serving students, educators and poets everywhere.

"These voices you have harbored bring us the same wonderful possibility to get to know people who are unconscious of their place in history but only trying to share a truth. Some are angry; some are loving; some question and some feel they have answers: All are Honest."

-Nikki Giovanni

FURIOUS FLOWER GOES GLOBAL

We want to ensure that as American literary culture makes its global imprint, that Black American literature and its relevant history are represented as a part of that larger narrative. To that end, Furious Flower staff members have begun to take part in various international initiatives. In 2018 we participated in the BOCAS literary festival in Trinidad and Tobago and took distinguished American poets to Eswatini in Southern African as part of the U.S. State Department's Arts Envoy Program. Our goal: to provide opportunities for Black poets both at home and abroad to encounter each other's work and history.

WHY WE DO IT

From the power of the Black Arts Movement to the sweep of spoken word; from work songs and blues to the poems of luminaries like Gwendolyn Brooks and Maya Angelou, Black literature continues to make vital contributions to the landscape of American letters. Furious Flower celebrates and preserves those voices and educates future generations about their contributions to our culture.

4 FURIOUS FLOWER 25TH ANNIVERSARY SEPTEMBER 27-28, 2019 | WASHINGTON, D.C. 5

4x6" SAVE THE DATE MAILING

Front

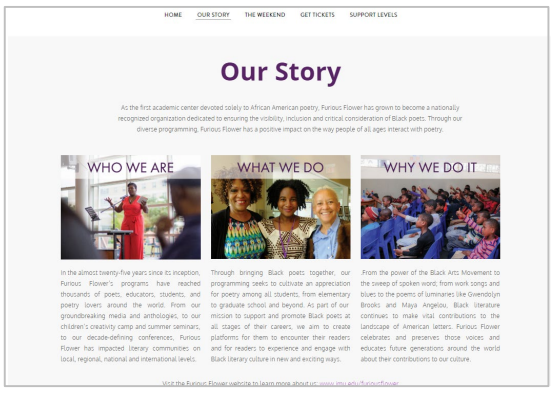
Back

11x17" POSTER

SOCIAL MEDIA ANNOUNCEMENT

WEBSITE:

wwwfuriousflower25.com



HOME

furious flower
poetry center

25th ANNIVERSARY CELEBRATION

"We poets are the bearers of a trust that spans generations."

-Rita Dove

Celebrate. Educate. Preserve.

Seeding the Future of Black Poetry

Furious Flower 25th Anniversary Celebration
September 27-28, 2019 | Washington, D.C.

Join us as we celebrate 25 years and seed the future of Black poetry!

SEPTEMBER 27-28, 2019
WASHINGTON, D.C.

> "If our children are unable to say what they mean, no one will know how they feel. If they have no way to express their lives, how much easier it would be for others to neglect their humanity."
>
> -Rita Dove

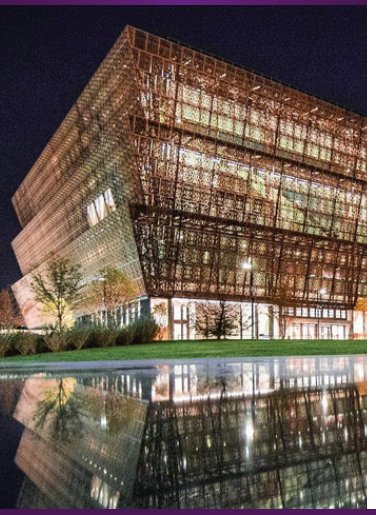
FRIDAY | 7:00 PM

Benefit Gala

The Grand Hyatt Washington
1000 H St. NW, Washington, D.C. 20001

Honorary Host Committee

Rita Dove
Nikki Giovanni
A. Van Jordan
Marilyn Nelson
Gregory Pardlo
Sonia Sanchez
Tracy K. Smith



SATURDAY | 9:00 AM

25th Anniversary Celebration

National Museum of
African American History and Culture
1400 Constitution Ave. NW
Washington, D.C. 20560

Celebrate. Educate. Preserve

Seeding the Future of Black Poetry

furious flower poetry center
25th ANNIVERSARY CELEBRATION

On Friday, September 27, 2019 the Furious Flower Poetry Center will celebrate its 25th anniversary with a benefit gala that will be held at the Grand Hyatt Hotel. Together with our honorary host committee which includes celebrated writers Rita Dove, Nikki Giovanni, A. Van Jordan, Marilyn Nelson, Gregory Pardlo, Sonia Sanchez and Tracy K. Smith, the Furious Flower Poetry Center asks that you consider supporting the future of Black poetry through one of our gala sponsorships.

As the first academic center devoted solely to African American poetry, Furious Flower has grown to become a nationally recognized organization dedicated to ensuring the visibility, inclusion and critical consideration of Black poets. Through our diverse programming, Furious Flower has a positive impact on the way people of all ages interact with poetry. Our programs include children's creativity camps, slam academies for teenagers, poetry prizes for emerging poets, collegiate summits, and seminars for teachers featuring distinguished poets like Sonia Sanchez and Yusef Komunyakaa.

We want to ensure the continuation of the work that we have been doing at James Madison University for 25 years. As a supporter of this event, you will contribute to the endowment of the Furious Flower Poetry Center, securing its longevity and continued success for years to come. We invite you to join us for the Gala at the Grand Hyatt Hotel and the 25th Anniversary Celebration at the National Museum of African American History and Culture in Washington, D.C. on September 27-28, 2019. Thank you so much for your consideration.

Sincerely,

Joanne V. Gabbin

Joanne V. Gabbin
Executive Director, Furious Flower Poetry Center

WHO WE ARE

In the almost twenty-five years since its inception, Furious Flower's programs have reached thousands of poets, educators, students, and poetry lovers around the world. From our groundbreaking media and anthologies, to our children's creativity camp and summer seminars, to our decade-defining conferences, Furious Flower has impacted literary communities on local, regional, national and international levels.

Our programming seeks to cultivate an appreciation for poetry among all students—from elementary to graduate school and beyond. As part of our mission to support and promote Black poets at all stages of their careers, we aim to create platforms for them to encounter their readers and for readers to experience and engage with Black literary culture in new and exciting ways.

HOW YOU CAN SUPPORT

This 25th Anniversary Celebration offers a unique opportunity to recognize the essential work of Furious Flower and to help secure the future of its mission.

Your donations and ticket purchases will help us endow this vibrant cultural center and will be instrumental in preserving Furious Flower's legacy, ensuring its longevity and ability to continue serving students, educators and poets everywhere.

"These voices you have harbored bring us the same wonderful possibility to get to know people who are unconscious of their place in history but only trying to share a truth. Some are angry; some are loving; some question and some feel they have answers: All are Honest."

-Nikki Giovanni

FURIOUS FLOWER GOES GLOBAL

We want to ensure that as American literary culture makes its global imprint, that Black American literature and its relevant history are represented as a part of that larger narrative. To that end, Furious Flower staff members have begun to take part in various international initiatives. In 2018 we participated in the BOCAS literary festival in Trinidad and Tobago and took distinguished American poets to Eswatini in Southern African as part of the U.S. State Department's Arts Envoy Program. Our goal: to provide opportunities for Black poets both at home and abroad to encounter each other's work and history.

WHY WE DO IT

From the power of the Black Arts Movement to the sweep of spoken word; from work songs and blues to the poems of luminaries like Gwendolyn Brooks and Maya Angelou, Black literature continues to make vital contributions to the landscape of American letters. Furious Flower celebrates and preserves those voices and educates future generations about their contributions to our culture.

Gala Support Opportunities

Laureate Circle | $25,000+

One table with priority placement (9 seats + 1 for a notable poet)
Logo placement on all printed materials at the event
Verbal name recognition during event program
Five invitations to the VIP reception at Saturday's celebration
Logo inclusion in pre-event communications
Logo inclusion on promotional materials
Recognition on the Furious Flower Poetry Center website

Poet Circle | $10,000+

One table with priority placement (10 seats)
Logo inclusion in event program and during event
Five invitations to the VIP reception at Saturday's celebration
Logo inclusion in pre-event communications
Logo inclusion on promotional materials
Recognition on the Furious Flower Poetry Center website

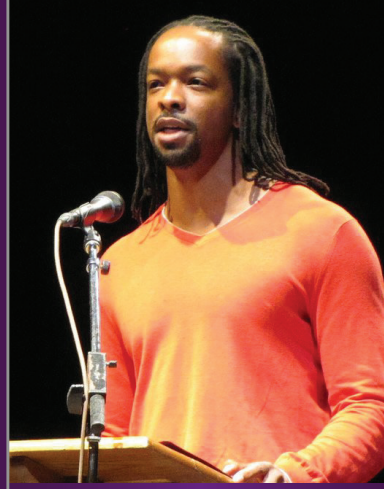
Reader Circle | $5,000+

One table (10 seats)
Name listed in event program
Name listed in select pre-event communications
Recognition on the Furious Flower Poetry Center website

Individual Ticket | $250

Includes dinner, dancing and program, as well as a donation to the Furious Flower Poetry Center

The amount of your contribution that is deductible for federal income tax purposes is limited to the excess of the amount contributed over the fair market value of the goods and services provided. We estimate the fair market value of those goods and services to be $125 per ticket and $1,250 per table.



"When you're a poet, you understand that what you do you do to give, you do to make a contribution to literature, to poetry, to something that you really believe makes a difference. What Furious Flower has done is made a difference and allowed people like me to change and to grow."

-Jericho Brown

cut here

2019 SUPPORTER REPLY CARD

furious flower poetry center
25th ANNIVERSARY CELEBRATION

Company / Individual Name

Address 1

Address 2

City State Zip

Contact Name

Title Phone #

Email

SUPPORT LEVELS

- ☐ Laureate Circle - $25,000+
- ☐ Poet Circle - $10,000
- ☐ Reader Circle - $5,000
- ☐ Individual Ticket(s) ____ #
- ☐ Donation $ _____

Total Enclosed: $ _____

cut here

Thank you so much for your support! Please make check payable to the JMU Foundation and return with this card to:

Furious Flower Poetry Center
MSC 3802
500 Cardinal Dr.
Harrisonburg, VA 22807

Furious Flower Poetry Center is a program of James Madison University. The James Madison University Foundation, Inc. is a non-profit 501(c)(3) organization, EIN 23-7156305. It acts as the depository for contributions supporting the various programs of James Madison University.

Back Page: Children in Arts Envoy Program in Eswatini Africa; Sonia Sanchez; camper from 2017 Furious Flower Children's Creativity Camp; Nate Marshall; Matthew Shenoda and Kwame Dawes; Nikki Giovanni; students from the 2016 Furious Flower Collegiate Summit; Nbobie Iwalo and Qiniso Motsa, Eswatini poets. Front Page: Frank X Walker; Ravi Coltrane at 2014 Furious Flower Poetry Conference; Dominque Christina; Danez Smith. Page 4: Rita Dove, Mariahadessa Ekere Tallie, and Nikki Giovanni at 2014 Furious Flower Poetry Conference. Page 5: Yusef Komunyakaa and attendees of the 2017 "Facing It" Legacy Seminar; Brenda Marie Osbey, Anastacia Renee and Tyehimba Jess with Lauren K. Alleyne and Joanne V. Gabbin at the 2018 Collegiate Summit. Page 7: Jericho Brown; and camper from 2017 Children's Creativity Camp.

540-568-8883
www. jmu.edu/furiousflower
JAMES MADISON UNIVERSITY.

furious flower poetry center

Event Design Samples

I am proficient in Adobe Photoshop, Illustrator and InDesign. The Harrisonburg Education Foundation's 2019 Gala is an example of where I used all three programs for various aspects of a design suite that I developed using stock images. Additionally, I planned this event, managing budgets, team members, vendors, décor and night-of logistics.

HOME

5x7" INVITATION

4x6" REPLY CARD

DIGITAL SAVE THE DATE

20x26" EVENT SIGNAGE

2.5x6.5" RAFFLE TICKET

Front

Back

HOME

Brand & Style Guide Development

For several of my clients I have developed branding guidelines that I outline in a style guide. This is one that I created for Lyric Audiobooks whose owner wanted to rebrand the company. Some items that are included in the style guide but are not listed here are tone, voice, mission statement, vision statement, boiler plate and audience definition.

HOME

COLOR PALETTE

Primary

CMYK: 65/57/56/34 RGB: 81/81/81 HEX #515151 PMS: 446C	CMYK: 45/0/100/24 RGB: 120/162/47 HEX #78a22f PMS: 2294C	CMYK: 73/56/47/25 RGB: 74/88/98 HEX #4a5862 PMS: 2168C	CMYK: 36/75/63/27 RGB: 133/71/72 HEX #854748 PMS: 195C	CMYK: 33/26/46/0 RGB: 176/173/145 HEX #b0ad91 PMS: 5787C

Secondary / Accent

BUSINESS CARD

Front

Back

FONT SPECIFICATION

Standard (Primary)

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

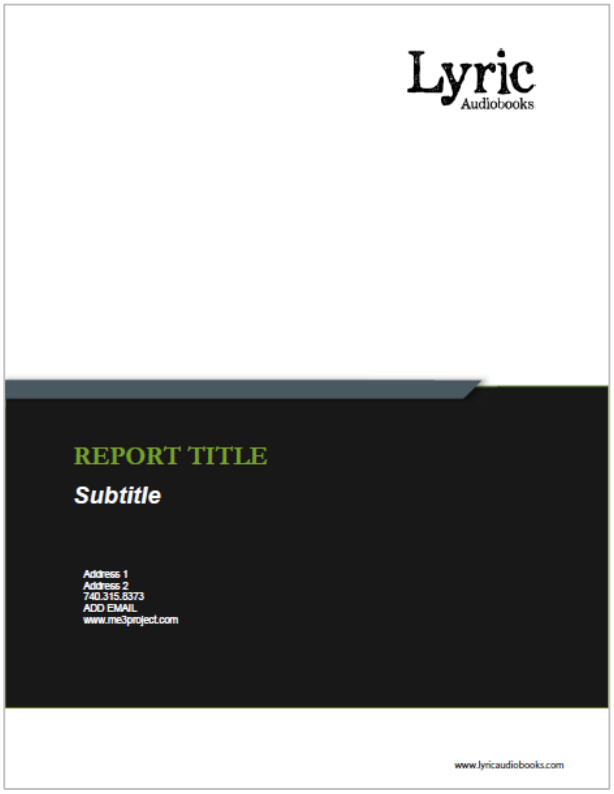
ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Alternative (Secondary)

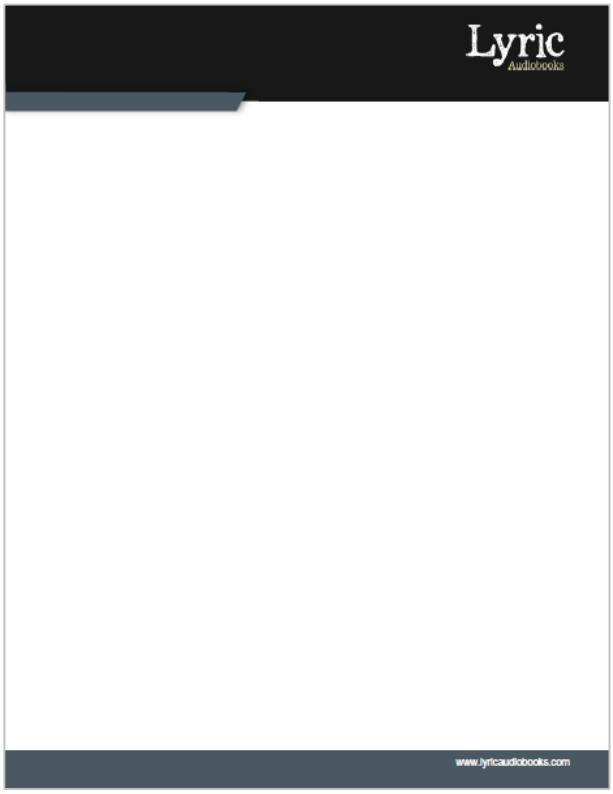
HELVETICA NEUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE (BOLD)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

REPORT TEMPLATE

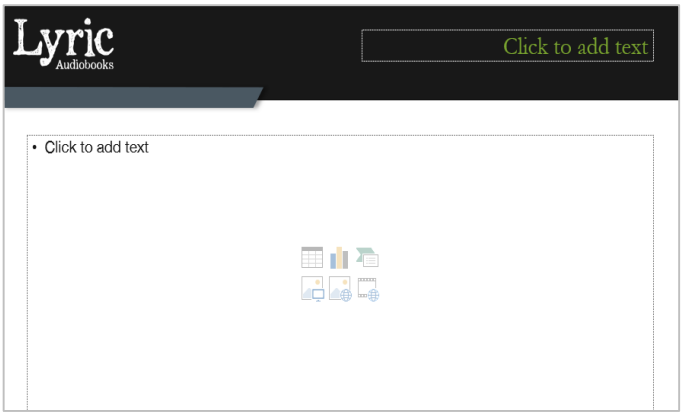


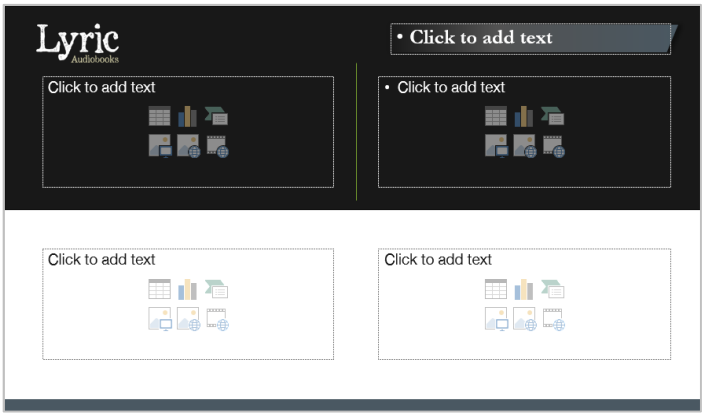
LETTERHEAD

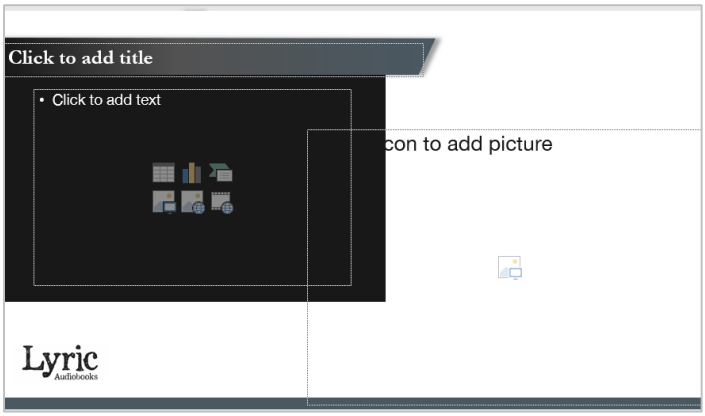


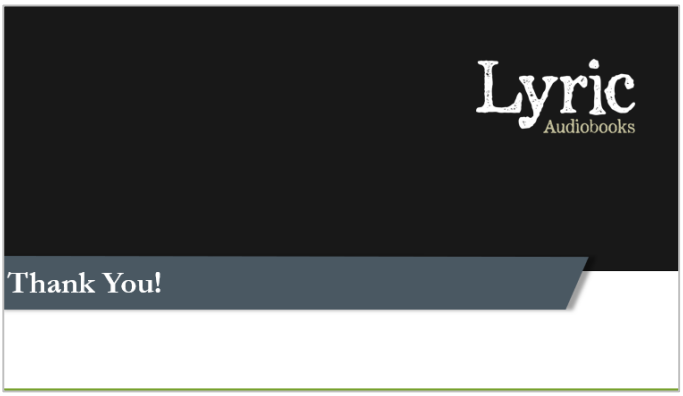
HOME

POWERPOINT TEMPLATE





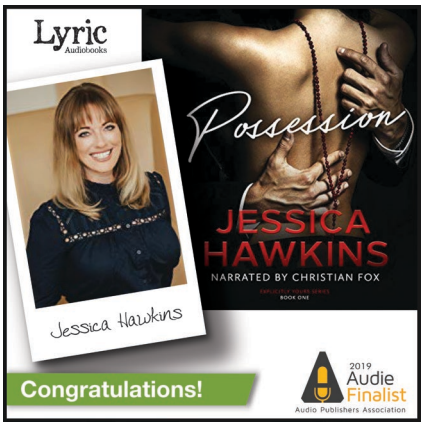




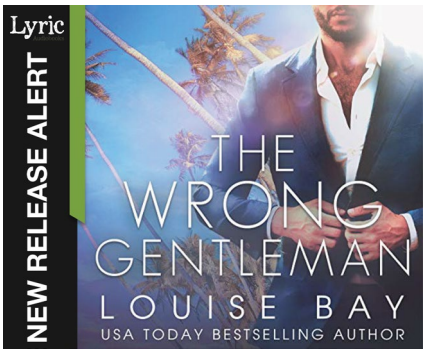
HOME

SOCIAL MEDIA

As part of the style guide that I created for Lyric, I also prepared a social media plan, developed communications guidelines and manage content development for their social media accounts.



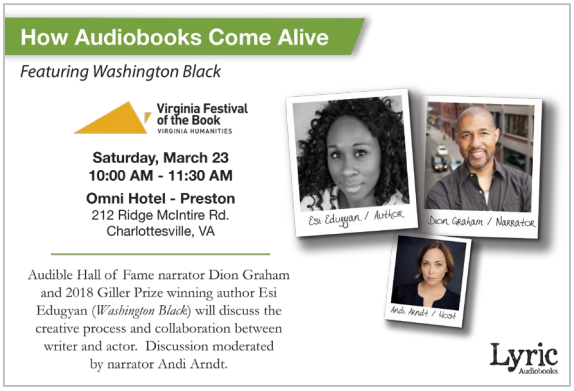
Author (Client) Announcements



Audiobook Release Announcements

Weekly Post Campaigns (e.g. Fact & FAQ Fridays)

Staff Announcements



Event Information

HOME

Writing Samples

In addition to all my other work in this portfolio, here are a few specific writing samples that I have produced for various clients and companies with which I have worked.

HOME

CRANE

FOR IMMEDIATE RELEASE

Contact:
Aneta Stephens
647-282-4767
astephens@cranecpe.com

Crane Co. Inaugurates New Saunders HC4 Aseptic Diaphragm Valve Factory in Satara and Breaks Ground for Crane-Sponsored Maher Home for Disadvantaged Children

SATARA, INDIA (12 April 2018) – Crane ChemPharma & Energy, Saunders®, a business of Crane Co. and leading provider of fluid handling solutions worldwide, today announced the inauguration of its newest location, an aseptic diaphragm valve factory in Satara, India. To celebrate, Crane has invited customers and industry stakeholders to the site on 10 May 2018 to participate in a day-long event complete with a tour of the new plant and luncheon. Built within the same complex as two other Crane factories, one for Saunders® Industrial Diaphragm Valves and another for Centreline® Butterfly Valves, the new facility will be 100% dedicated to Saunders® HC4 aseptic diaphragm valves and actuators. In addition to touring the new plant, attendees will take part in a ground-breaking ceremony for the Crane-sponsored Maher Home for Disadvantaged Children.

"Crane ChemPharma & Energy, known for its charitable works around the world, has a deep-rooted history in India," said Hari Jinaga, President, Crane India. *"With factory locations in Pune and Satara, and 14 regional sales offices located across the country, it is important to us that we also support the local community. Thus, we are so pleased to be able to bring the new Maher Home for Disadvantaged Children to Satara to help in that effort."*

Crane invites all of its customers to attend this inaugural event on May 10 in Satara, India. To register, send an email to Askulkarni@cranecpe.com. For more information on Crane ChemPharma & Energy, please visit www.cranecpe.com.

About Crane ChemPharma & Energy
Crane ChemPharma & Energy (within Crane Co.'s Fluid Handling segment) designs and manufactures a variety of high performance products including: highly engineered check valves, sleeved plug valves, lined valves, process ball valves, high performance butterfly valves, bellows sealed globe valves, aseptic and industrial diaphragm valves, multi/quarter-turn valves, actuation, sight glasses, lined pipe, fittings and hoses, and air operated diaphragm and peristaltic pumps. Its trusted brands (in alphabetical order) ALOYCO®, CENTER LINE®, COMPAC-NOZ®, CRANE®, DEPA®, DUO-CHEK®, ELRO®, FLOWSEAL®, JENKINS®, KROMBACH®, NOZ-CHEK®, PACIFIC VALVES®, RESISTOFLEX®, REVO® SAUNDERS®, STOCKHAM®, TRIANGLE®, UNI-CHEK®, WTA®, and XOMOX® offer customers a complete and innovative product portfolio designed for the most demanding corrosive, erosive, and high purity applications. Among the industries served are the chemical processing, biotechnology, pharmaceutical, oil & gas, refining, and power generation. For more information, visit www.cranecpe.com.

About CRANE
Crane Co. is a diversified manufacturer of highly engineered industrial products. Founded in 1855, Crane provides products and solutions to customers in the hydrocarbon processing, petrochemical, chemical, power generation, unattended payment, automated merchandising, aerospace, electronics, transportation and other markets. The Company has four business segments: Fluid Handling, Payment & Merchandising Technologies, Aerospace & Electronics and Engineered Materials. Crane has approximately 12,000 employees in the Americas, Europe, the Middle East, Asia and Australia. Crane Co. is traded on the New York Stock Exchange (NYSE:CR). For more information, visit www.craneco.com.

BYLINE ARTICLE

Full article can be found HERE

Vending Times

Issue Date: Vol. 54, No. 3, March 2014, Posted On: 3/29/2014

Why Cashless? Why Crane?

by Brendan Kehoe

TAGS: cashless vending, credit-card acceptance, NFC, e-wallet, Crane Co., Crane Merchandising Systems, vending machines vending industry, Crane Cashless solution, vending operators, Streamware Connect Portal, vending management system, VMS, VendMAX, Crane Cashless Navigator, Brendan Kehoe

Credit-card acceptance, NFC, e-wallet ... the world is moving to cashless and retailers that don't offer it as an accepted form of payment will be left behind. That's how we feel at Crane Merchandising Systems. Educating operators on the importance of cashless, not just for their own businesses, but for the survival of the vending industry, has become a major focus of Crane. The revamped Crane Cashless solution has been increasingly successful and in 2014 we are encouraging vending operators to just add cashless.

Credit card acceptance is a vital aspect of our industry's growth and it offers the incredible potential to positively affect same-store sales and new business, yet much of the industry remains understandably apprehensive. However, one in five consumers does not carry cash on them, so they are buying from other channels that do accept credit cards. This departure from vending is a major contributor to the same-store sales decline vending operators are experiencing.

In fact, the industry has experienced a significant year-over-year sales decline, which is due in part to vending's unwillingness to completely transition. But adding credit card acceptance to a vending machine has been proven by multiple cashless providers to increase sales by up to 20% without a margin loss. This sales lift comes from the increase in vending customers as a result of the added payment option, as well as from multi-vends and higher accepted price points. Additionally, by enabling two-tier pricing, operators can add up to a 10¢ cash discount and still gain a net volume.

Many operators are also using cashless to win new locations and retain existing ones. They are finding that if they don't do it, their competitors will, especially in high-traffic/high-volume sites.

The value of adding cashless acceptance to vending machines is evident, and we're showing the industry how Crane's reliable, easy-to-use turnkey credit and debit card-processing solution offers unparalleled value to vending operators.

Crane has served the vending industry since 1926 and has always engineered its machines and products for reliability and longevity. Our cashless solution is no exception, as it is equally reliable -- ensuring connectivity by supporting three major cellular networks and offering mesh networking to extend connectivity throughout buildings to areas where no signal exists.

Crane has invested a lot into ensuring customers have sufficient support and that their funds are protected and easy to manage. Operators contract with Crane, not with our processing partners, so we're the only one they need talk to when it comes to resolving any issues. And its the same sales and support team that operators have known and trusted to keep their machines up and running.

HOME

Marketing Handout

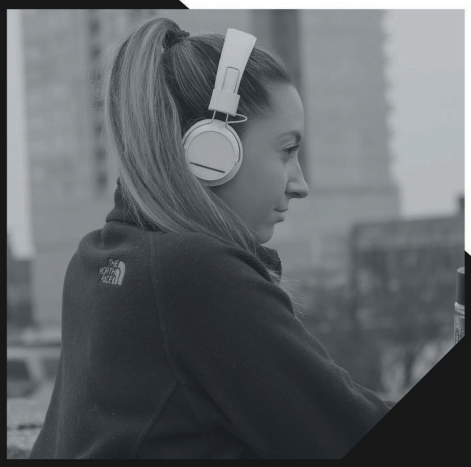
I also designed this piece using Adobe Illustrator

Page 1

MARKETING YOUR AUDIOBOOK

Four areas that every author can and should focus on when releasing an audiobook.

Prepared for you by Lyric Audiobooks



1. PROMOTIONS & PR
2. YOUR WEBSITE
3. ADVERTISING
4. SOCIAL MEDIA

1. PROMOTIONS & PR »

Interviews: Mention the audiobook and narrators during every interview or whenever you speak publicly about the book.

Press Release: Send a press release and/or pitch email to all relevant audiobook groups, bloggers, podcasts and publications to promote the release and inquire about a review. **(See Lyric's curated list of outlets)**

Free Downloads: Distribute download cards at events, offering access to custom content like audio samples, narrator interviews, exclusive footage, etc. **Need help with this? See our supplemental marketing services brochure.**

Offer promo codes to bloggers, reviewers and fans for audiobook downloads in exchange for reviews through Apple Books, Audible and/or Amazon.

2. YOUR WEBSITE »

Link to Your Audiobook: On your website, include links to your audiobook on all of the corresponding book's pages. Include in your e-book too!

Blog: If you have an email newsletter or blog, advertise the audiobook there using sidebar ads.

SoundCloud: Create audiobook excerpts and make available on a designated page of your website. Provide purchase links to all available stores (Audible, Apple Books, Downpour, etc.). You can also use an Amazon Associates account to create revenue-generating purchase links.

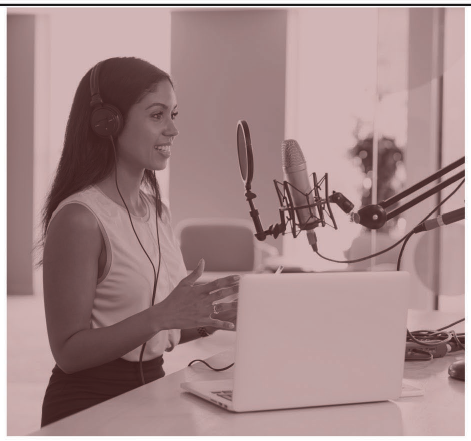
HOME

Marketing Handout

I also designed this piece using Adobe Illustrator

3. ADVERTISING »

- **Sponsor A Podcast:** Podcasts are a gateway to audiobooks, as consumers who engage with digital content are more likely to adopt them, if they haven't already. By sponsoring a podcast, you're tapping into that already-established potential customer base. Find podcasts that have a connection to a theme in your book and/or the romance genre and discuss the various forms of advertising they may offer (i.e. 15-second pre-roll, 60-second mid-roll, and/or 30-second post-roll ads or plugs).*
- **Invest in BookBub Ads:** In addition to ensuring your audiobook and e-book are available on BookBub, you can advertise in its daily subscriber email targeting specific readers. They also have a new audio-dedicated service called Chirp that is currently in beta and is expected to be rolled out later this year.*
- **Advertise on Audiobookboom.com:** Advertise in its weekly newsletter via a "List & Review" ad that encourages listeners to review the audiobook.*



***Need help with managing advertising? See our supplemental marketing services brochure.**

INTERESTING FACTS & STATS - 2018

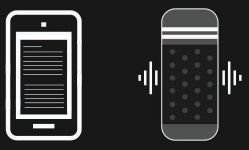
1 in 5 U.S. adults have listened to an audiobook

Source: Pew Research Center (2018)

% Change in Trade Rev by Format (2018)

For the 3rd consecutive year, revenue for audiobooks saw double-digit growth whereas print revenue increased only slightly and e-books actually declined.

Source: The Association of American Publishers (2019)



73% of audiobook listeners have used a smartphone to listen to audiobooks at some point. 35% say they own a smart speaker, 5% of whom use it most to listen to audiobooks.

Source: 2018 APA Research Program conducted by Edison Research

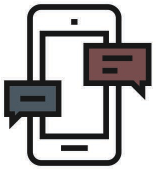
4. SOCIAL MEDIA »

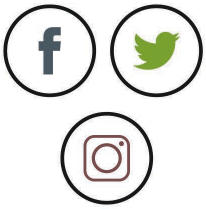
- **Routine Posts:** Schedule posts leading up to the audiobook release that highlight key phases of the production process:
  - Announce your casting
  - Capture short video of the narrator during the recording process to tease the audiobook
  - Reveal the audiobook cover *(authors should always create a custom audiobook cover with narrator names prominently featured, not just a square version of the book cover)*
  - Announce the availability of the audiobook on release day with links of where to purchase it.

  Other Post Ideas: Incorporate current events and tie them back to the themes in the book.

- **Utilize Facebook Live**: Conduct a Facebook Live interview with the narrator(s) that you can post on your page. Also create one of you speaking for the narrator's page.

- **Secure Facebook Ads**: But don't do so blindly. Utilize Facebook's Optimized CPM and Audience Insights tools to (1) set a budget and strategy and (2) determine your target market based on who already follows you. Then incorporate striking graphics and link the ad to your audiobook landing page.





HOME

Internal Communications Campaign

For Crane Merchandising Systems, I was tasked with developing a program that would improve employee engagement. I led a small 3-person team t the time (myself, a graphic design staff member and a MarCom specialist located in Europe), so most of what is seen here was created by me.

HOME

The Challenge

- Crane Co. is a diversified manufacturing company composed of many acquired businesses.
- The business unit (Crane Merchandising Systems) was also composed of multiple companies all within the vending industry (were once competitors).
- Company locations were broken up by brand.
- Employee loyalty to their brand = Customer confusion.

HOME

Employee Research

Voice of Customer (VOC)

Results:

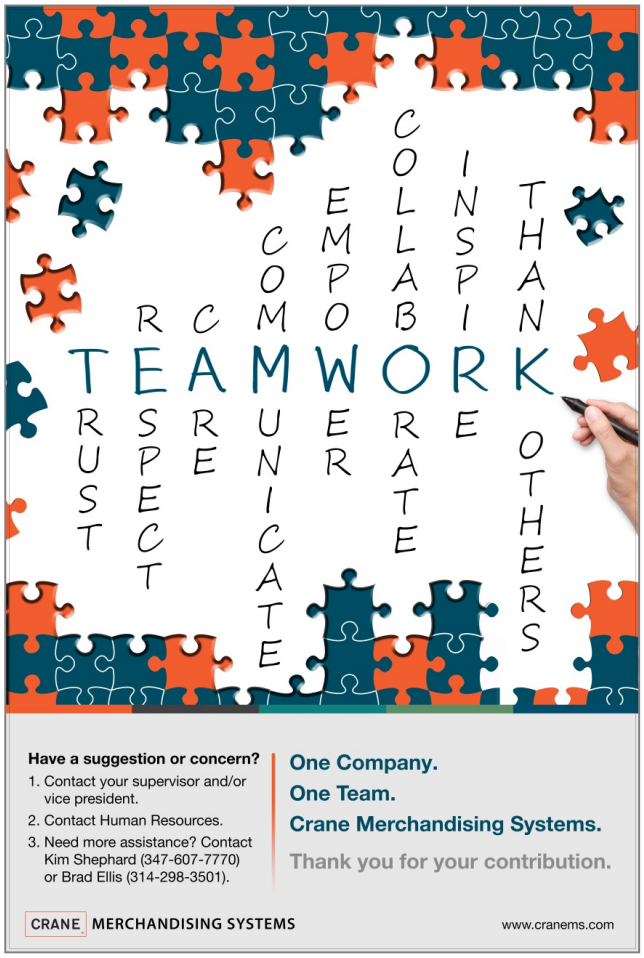
- Lack of communication from both the top down, and the bottom up.
- Many associates did not feel a connection with the Senior Leadership Team (SLT) due to lack of visibility/interaction.
- Lack of resources and empowerment resulted in stress and feeling as if they were not set up to succeed.
- Employees felt the company was performance driven, good at driving tasks, but not at inspiring our employees.
- HR department was broken and dysfunctional.
- Vertical structure created silos and caused conflicting/competing priorities for the shared services teams.

HOME

Campaign Tactics

NEW INTERNAL COMPANY SLOGAN:

- "One Company, One Team"



HOME

Campaign Tactics

CRANE MERCHANDISING SYSTEMS

Summer 2013

'ALL HANDS ON DECK'

Bi-Annual Company e-Newsletter

WHAT'S INSIDE:

Message from the President, pg. 1

Williston Site Gets a Face Lift, pg. 2

New 'Teamwork' Initiative, pg. 2

MarCom Tools Overview, pg 3

New Company Slogan, pg 3

Middle East Update, pg 4

United Kingdom Update, pg 5

Crane in the News, pg 6

NAMA OneShow Summary, pg 6

Have an article idea for the next Issue of "All Hands on Deck?" Contact the MarCom department at marketing@cranems.com.

Have a suggestion or concern?

1. Contact your supervisor or VP.
2. Contact Human Resources.
3. Need more assistance? Contact Kim Shephard (347-607-7770) or Brad Ellis (314-298-3501).

THE PREMIER ISSUE OF OUR LATEST INTERNAL COMMUNICATIONS TOOL

WELCOME!

Welcome to our new "All Hands on Deck" company e-newsletter. Increasing and enhancing communication within Crane Merchandising Systems is an objective that we have placed significant focus on this year. Over the past few months we have implemented multiple changes to improve communication in and between teams. With the introduction of our monthly "All Hands" meetings, and more frequent senior leadership meetings, vertical reviews and value stream overviews, we hope that you have experienced an improvement in this area. However, while the increase in verbal and in-person communication is important, we also wanted to implement a tool that provides more information about what's happening within our company, from a global perspective. This e-newsletter is that tool.

BRAD ELLIS, President, Crane Merchandising Systems

Crane Merchandising Systems is a global company and we are making strides in the industry with significant customer wins and valuable product and service introductions. Because of our size, some times the good news goes unheard. This e-newsletter was designed to assure that that good news is not unnoticed. Distributed twice a year, "All Hands on Deck" will comprehensively communicate what's happening within the company so that you can be proud of the work you are doing with Crane Merchandising Systems.

NEW ST. LOUIS OFFICE

On March 27, Crane Merchandising Systems closed its doors at the 12955 Enterprise Way office location in Bridgeton, MO and moved local operations to a an office building located at 2043 Woodland Parkway in St. Louis, MO.

This office relocation has been planned since the Bridgeton manufacturing plant was sold in December 2012. The new space is about 7,400 square feet and is located in Suite 102 of the office building. It will serve as the office location of all existing St. Louis staff; phone numbers and extensions will remain the same.

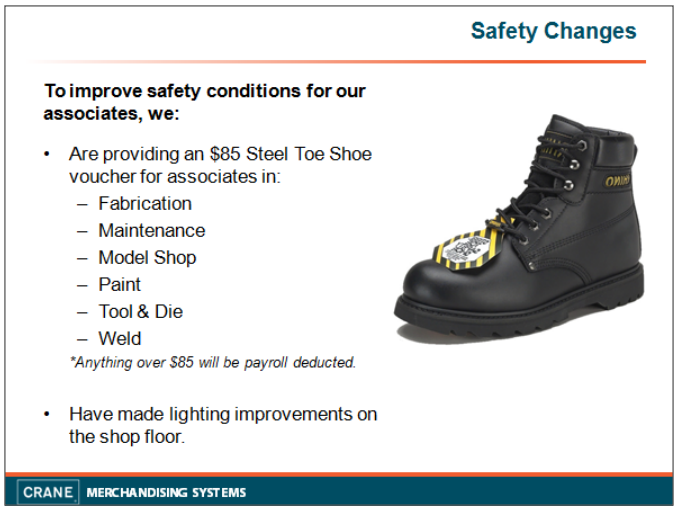
1

INTERNAL NEWSLETTER:

- **Distribution**: Twice a year
- **Audience**: All employees via email or hard copy
- **Content**:
  - Message from president
  - Company news from around the world
  - New product introductions and messaging surrounding them
  - Photos from employees events
  - Customer wins, etc.

HOME

Campaign Tactics



'ALL HANDS' EMPLOYEE ENGAGMENT PROGRAM

- **Action:**
  Monthly meetings with the president on the state of the company. Included updates on our financial position, quality assurance, safety (i.e. lost time), delivery metrics, costs, growth, and employee updates/news.

- **Format:**
  - In-person presentation in Williston (largest site)
  - Conference calls via WebEx (video) for all other employees (globally)

HOME

Campaign Tactics

DIGITAL SIGNAGE (ELECTRONIC BULLETIN BOARDS)

- Placed in each of our sites and displayed the same global company information/updates at each, along with local company news.
- **Purpose**: To deliver a consistent message at all sites (salaried & hourly employees), and promote a sense of unity across all locations. (One Company. One Team.)

HOME

Campaign Tactics

INCREASE USAGE OF CRANE CO. CONNECT

- Crane Co. Connect was a centralized communications platform accessible to and representing all of Crane's businesses, enabling them to share news with each other.
- **Our action:** Drove traffic to the Crane Co. (parent company) SharePoint site where news about CMS and Crane Co. was posted frequently.
- **Purpose:** To increase understanding of the Crane Co. company structure, educate on the various industries in which it operated, and instill a sense of unity with that entity, as well.
- **My role**: Created and managed CMS' content on Crane Co. Connect and promote the SharePoint site internally.

HOME

Campaign Tactics

AESTHETIC SITE CHANGES:

- Purpose: To strengthen brand recognition & loyalty among employees and further drive the point that we all were part of the same Crane team)

Original State

Future State

HOME

Campaign Tactics

These campaign tactics were included in the MarCom Strategic Plan to ensure constant attention and measurement

Objective 3: Enhance Employee Ownership / Company Pride

Goals	Tools
Incorporate an organized system of internal communication	• Internal Quarterly Newsletter: o Internal announcements / memos on business o Share news and customer wins o Status of areas of concern o Share positive customer testimonials • Utilize the new SharePoint page for internal communications • Work with HR to implement an electronic bulletin board (Digital Signage) for all sites (to communicate to both salaried and hourly employees) • Clean up and revamp the use of our existing intranet (drive traffic)
Provide and communicate incentives	• Logo's polo shirts for tradeshows and customer calls • Selling goal awards/prizes • Bi-annual sales meeting
Seek internal VOC feedback	• Quarterly internal VOCs for various departments: sales, customer service, etc., to gain suggestions and feedback

CRANE MERCHANDISING SYSTEMS

HOME

Thank You.

ASHLEY WASHINGTON RATLIFF
ASHLEYWRATLIFF@GMAIL.COM
919-218-5333