REI Internal Newsletter

Autumn E. Skinner

**June 2017**

***Editorial Calendar***

Headline:

Meet Jennifer Camarillo- Risk Taker, Trail Blazer

Topic:

Monthly “Meet Me” featuring an REI employee who goes above and beyond or has an exceptional background story about how they became an REI employee.

Notes:

Jennifer is an HR rep for REI who started as a retail REI cashier at 16 and worked her way up to corporate 10 years later with a driving passion for camping, off-roading and of course, REI. Photo of Jennifer then and now at REI.

Headline:

Happy Birthday!

Topic:

List of employees with June birthdays including dates and zodiac symbol

Notes:

Gina- June 1. Greg- June 2. Tina- June 5. Allison- June 17. Carrie- June 17. Maggie- June 22. Devon- June 23. Paris- June 25. Leon- June 25. June- June 30. Photo: zodiac symbols

Headline:

Brewery Talks Prompt Gender/Class Conversation

Topic:

REI took over several craft breweries over the country, including Brouwerij West in San Pedro, CA to give away some swag and teach people about the outdoors including best hiking in the area. It didn’t go quite as planned.

Notes:

The meetup at Brouwerij West became an engaging discussion on gender and class in beer-making and in expensive outdoor branding (i.e. Columbia, North Face, etc.). Photo from event.

Headline:

Welcome Matt Rivera- Dog Lover, River Rafter

Topic:

Monthly “Welcome Me,” welcoming new employees and giving a short bio.

Notes:

Matt just moved to Kent from Albany, New York with just his three German Shepherds, Volkswagen GTI and a kayak. Photo of Matt rafting.

Headline:

Stritzke’s Gear Pick: CamelBak Podium Big Chill

Topic:

Monthly CEO product pick. Includes quotes from Jerry on why this is his monthly pick/what he likes about it.

Notes:

This month’s pick: CamelBak Podium Big Chill Insulated Water Bottle, 25 fl. oz. Include photo of Jerry with product. Include employee-discounted price.

Headline:

What’s New? – Keurig, meet Mastrena

Topic:

Monthly “What’s New?” at the office.

Notes:

This month: The office gets a Mastrena automated espresso machine in addition to our Keurig coffee maker. Includes ‘how to use it’ photos.

Headline:

June Gloom? June Cocktail Monsoon!

Topic:

June rooftop cocktail party for REI corporate, celebrating last quarter numbers

Notes:

Drinks will be outdoorsy-inspired (i.e. “Flora” and “Fauna”) with natural-infused flavors. Photo of drinks with origami garnishes: boat, crane, leaf, etc. and natural garnishes: mini pine cone, rose bud, honeycomb, etc.

Headline:

Fresh off the Press: BBQ Edition

Topic:

Employees share their favorite seasonal recipes

Notes:

Sharon in accounting’s pineapple-glazed brisket. Jane in marketing’s sesame-passionfruit grilled chicken. Photos of finished meals, yum!

Headline:

Columbia Acquires North Face

Topic:

Industry news

Notes:

What it means for Columbia, customers, and REI.

Headline:

Avalanche: Tent needs to be tented!

Topic:

Monthly “Avalanche” tells of customer nightmares avoided thanks to REI staff!

Notes:

A customer bought a new REI tent and when she opened it discovered a dead cockroach inside the packaging! Cathy Newman, a customer service rep, handled the call and the customer walked away happy and with a new tent headed her way overnight! Photo of Cathy.

Headline:

What’s Up, July?

Topic:

A preview of what’s to come next month

Notes: Something rainbow, something barbequed, and lots of birthdays!

**July 2017**

***Editorial Calendar***

Headline:

Meet Kathy Richards- Swim Master, Runs Faster, Bikes After

Topic:

Monthly “Meet Me” featuring an REI employee who goes above and beyond or has an exceptional background story about how they became an REI employee.

Notes:

Kathy heads marketing at REI and just completed her tenth triathlon! Photo of Kathy running through finish line, and biking and swimming!

Headline:

Happy Birthday!

Topic:

List of employees with June birthdays including dates and zodiac symbol

Notes:

Todd- July 1. Jen- July 1. Carol- July 3. Brady- July 4. Abraham- July 4. Julie- July 7. Kent- July 10. Carson- July 14. Olivia- July 15. Katie- July 16. Leonard- July 17. Marissa- July 20. Zach- July 31.

Headline:

Fresh Off the Press: Panini Edition

Topic:

Employees share their favorite seasonal recipes

Notes:

Leon in advertising shares sourdough bell pepper tofu panini recipe. Carlton in advertising shares rosemary chicken hibiscus panini recipe.

Headline:

Stritzke’s Gear Pick: Kammok Roo Hammock

Topic:

Monthly CEO product pick. Includes quotes from Jerry on why this is his monthly pick/what he likes about it.

Notes:

This month’s pick: Kammok Roo Hammock. Include photo of Jerry in hammock. Include employee-discounted price.

Headline:

Avalanche: Camelbak product given to REI, instead of Camelbak or Amazon

Topic:

Monthly “Avalanche” tells of customer nightmares avoided thanks to REI staff!

Notes:

A customer insisted he got his Camelbak tent at REI despite the Amazon sticker still on it. When we would not originally accept it, he spoke out on Twitter and an REI social media rep, Janet, resolved the situation. The customer deleted their negative tweet and even replaced it with a positive one! Photo of Janet at work.

Headline:

Patagonia has best first quarter in a decade!

Topic:

Industry news

Notes:

Numbers and quote from Patagonia. Photo of their office celebration.

Headline:

July Sun Means Steaming Hot Fun!

Topic:

Annual July BBQ and potluck on back HQ lawn

Notes:

Include categories of what people can bring vs. what will be provided. Mention sign-up sheet in HR for meals and any food allergies/ restrictions. Photo of backyard BBQ set up.

Headline:

What’s New? – Chaise Lounges Fly into Sky Lounge

Topic:

Monthly “What’s New?” at the office

Notes:

New chaise lounges for the Sky Lounge (The entire top floor, named Sky Lounge, is a break room-floor, more than your average break *room*). Photo of lounges in use under skylights.

Headline:

10 Uses for the Easy Caddy at Work

Topic:

New product used in versatile ways

Notes:

The Easy Caddy is sold as a camping necessity, but REI staff know it can be used almost anywhere! Photos of caddy being used in an office environment.

Headline:

What’s Up, August?

Topic:

Preview of what’s to come next month

Notes:

Something green, something furry and someone famous!

Full Article- July’s “What’s New?”

Sky Lounge Becomes Rainbow Lounge!

Chaise Lounges have landed in the Sky Room, and they’re not taking off!

Twenty-five rainbow-colored chaise lounge chairs arrived at the top of the month courtesy of our beloved CEO, adding vibrant color to a relaxing employee sanctuary.

“They are so comfortable I don’t want to go back to work!” said Harry Bridges, an accountant of five years at REI. “Like if a Tempurpedic bed was mixed with a cloud. Fitting to be in the *Sky Room*!”

In fact, the lounges are made from the same tempur-pedic material, and there are built-in side tables equipped with alarm clocks for a break-time nap or in case you accidentally fall asleep!

The lounge chairs were the brainchild of Chief Creative Officer Ben Steele after falling asleep on one of the Sky Room couches, but waking up with a kink in his neck. “I had seen these lounges on Pinterest and bookmarked them long ago, not knowing I would be getting 25 for the office several years later!”

Steele loves how the rainbow chairs go with the “sky” atmosphere, not to mention the skylights!

Last month the Sky Room got a state-of-the-art automated espresso machine, so now you can wake up and fall asleep courtesy of the same room!

What’s in store for next month’s Sky Room innovation? Word on the street is something green! Look back here next month to find out!