

June 8, 2010

From: Kelli McFall

To: Melvin Henderson, CEO

Re: Tootsie Roll's Open House

Since not many Chicagoans and government officials know that Tootsie Roll Industries is based in Chicago, I strongly believe that by hosting an open house we will be able to deliver three main objectives: (1) build awareness of Tootsie Roll in Chicago and surrounding communities, (2) encourage employees to be more engaged in the community, and (3) build relationships with local community leaders and government officials. I understand your concerns regarding the distractions an open house can create. I believe after reading this proposal that you will agree that we can reach our three objectives and minimize the distractions. I think that it would be smart to capitalize on Halloween, Tootsie Roll's biggest selling season. This is a great opportunity for our organization to enhance its image and increase its popularity with community members.

Time and Attendees:

To avoid interference with the employees' workday, the event will start at 6 p.m. on Friday, Oct. 29, 2010 after the normal workday has ended. The students from St. Albert the Great Elementary School, which is the closest school to the factory, and public officials will be invited to join us for trick-or-treating. Since St. Albert the Great Elementary School is a small private school, there will be around 50 children in each grade; therefore, 450 students and their parents will be invited. I believe that about half of the students will attend, therefore we will split the attendees into two groups: kindergarten through third grade and fourth through eighth grades. The younger students will come for their tour from 6 p.m. – 7 p.m. and able to enjoy pizza until 8 p.m. The older students will come from 7 p.m. – 8 p.m. and stay for pizza until 9 p.m. If a family has more than

one child in different age groups they can choose which tour they attend as long as it is indicated on their invitation when they RSVP. The local government officials and their children will be invited to attend from 6 p.m. – 9 p.m. Gov. Pat Quinn, Sec. of State Jesse White, Attorney General Lisa Madigan and State Treasurer Alexi Giannoulias will be invited.

Invitations and RSVPs:

St. Albert the Great Elementary School will receive a plastic pumpkin, similar to the ones children use on Halloween, filled with candy on Oct. 1, 2010. Along with the pumpkin we will include black and orange invitations for the students to bring home to their parents. The invitation will ask the parents and their children to “Trick-or-Treat with Tootsie Roll.” It will instruct the parents to choose the time slot that correlates with their child’s age. The children will be encouraged to dress up in their Halloween costume and informed that they will receive a Trick-or-Treat bag designed by Tootsie Roll. They can use the bag on the tour to collect candy and on Halloween. The parent will RSVP by checking a time slot and mailing the invitation back to Tootsie Roll Industries by Oct. 1, 2010. This way we can get an initial head count with plenty of time to plan.

Activities:

Employees that volunteer to help will be stationed at different areas passing out candy for the children keep in their Tootsie Roll Trick-or-Treating bags as they go on the tour. Therefore the kids will be kept happy and entertained throughout the tour. By providing a trick or treating bag, we are giving the families something they can bring home and reuse. This will keep Tootsie Roll Industries fresh in their minds after the open house. At the end of the two different time slots for tours we will hold a raffle. New Day Spa and Salon, which is located just down the street for Tootsie’s factory will donate two gift baskets including gift cards and products. By partnering

with local businesses Tootsie Roll is building mutually beneficial relationships. Not only will we be providing a prize to our attendees but the New Day Spa and Salon will also gain awareness among families in their area. The raffle prize will be geared toward the parents since the children are already receiving a trick-or-treat bag full of candy. After the tours the attendees will be able to stay for refreshments until the end of their allotted time. Nino Pizza, a local restaurant, will donate refreshments; they will bring pizza and drinks and pass out coupons and brochures for their business. During the tours we will only show attendees the areas that are involved in the candy making process. There is no need to show the attendees the offices of management or loading docks for deliveries. The most important part is that the attendees view the process that the candy goes through from beginning to end.

Employees:

We will ask employees to volunteer to come give tours and pass out candy to the children. The employees who do volunteer their time will be encouraged to dress up in appropriate costumes. We will notify employees by sending out similar invitations that ask for volunteers to help out. If we run into the problem that no one wants to volunteer we will ask one person from every department to come help out. The people we choose will be those who have shown exceptional commitment to their job to ensure that they can help out with a smile on their face.

Since government officials will be invited, it is imperative that top management attend. This is a great opportunity to build strong relationships with them. By having these relationships to fall back on we will have a better opportunity to receive permits and permission for future projects. For this event to be effective in that sense, your presence is required. You will need to speak to the public officials and make them feel welcome. This will help Tootsie create a strong relationship with them for the future.

Decorations:

Tootsie Roll will be decorated with fun, lighthearted Halloween decorations to ensure that it is kid friendly. Decorations will include non-threatening ghosts, pumpkins, and witches on the walls and freestanding props. The refreshment table will be covered with black and orange table clothes, cups, plate, forks, and knives. Cob-webs will be stretched across the ceiling and fake plastic tombstones will line the floor.

Parking and Transportation:

Parents will be asked to drive themselves and their children to the facility. Since the event is being held after hours they will be allowed to park in the employee parking lot. Only a few employees will be staying after work to help with the event, so there will be plenty of parking. If our facility is not large enough to accommodate all of the attendees, we will ask surrounding companies in advance if our guest will be able to park in their parking lots.

Conclusion:

I am confident that this open house will be the first step to building strong relationships with our community. It is necessary as a responsible member of the community that we have the approval and recognition of our neighbors. By allowing government officials and local children to tour our facilities we are being transparent and reaching out to the community. This will be a fun event to help Tootsie Roll Industries create awareness about our brand.