

To: Randy Jesick  
Chief Executive Officer

From: Sarah Burke  
Director of Public Relations

Topic: Relocation

Date: Nov. 3, 2011

The news of the relocation for Jones & Jones needs to be expressed to its current employees as soon as possible. The possibility of workers finding out information about this decision to move, through the grapevine or any third part that is not a company representative, must not come to fruition. In order to accomplish the task of informing the Jones & Jones employees it is vital that quick and accurate information is provided.

The best way to tell the employees is to inform the supervisor of each floor in the current building of the situation at hand and give them a written, detailed speech to deliver to their respective floors. The speech should start off with an apology to all employees for making this decision to move without their knowledge or consent. Supervisors should reassure their floors that every employee will still hold their position at the company after the move if they wish to stay with Jones & Jones. The employees will undoubtedly have concerns about transportation to and from the new location. It is our responsibility to provide a system for the employees to make it to work, and at no extra cost to them. Supervisors should let employees know that transportation options will be made available to them. They also should be made aware that the new location has a large parking lot, for those who drive. Also, because we have freedom in the design of the building, it would be best to include a workout facility, a cafeteria and a day care

for the female employees with children. Workers should be told of these facilities to show some of the benefits of the relocation. Since there is a great deal of space in the new facility, employees should have a say in what they would like to see, as well, in the new building. Supervisors should tell employees that a survey will be handed out later in the day to get their thoughts on what they want in the new building.

The supervisors should be called into a meeting using the PA system immediately. They should be briefed and have delivered the information to their employees within the hour. Once all workers have been notified they should be given time to call their families and relay the message, as well as time to ask any questions they may have. Although, supervisors should only answer questions that pertain specifically to the information they themselves have been given. The president of Jones & Jones must go to each floor after the supervisors give their speech to answer questions and to reiterate the information the supervisors gave. This entire process should be completed within 90 minutes.

A press conference will be held two hours from now. This gives time to the employees and their families to receive the information and for questions to be answered.

The new building is located about 15 miles from the current location and most employees do not own a car. Therefore, a bus route must be implemented to ensure that employees have a way to get to work. The bus should run from the station nearest the current Jones & Jones location to the new building. This request for a new bus route must be sent to the city transit and they should know that there is already an interest of about 1,000 people for this new route. The company must pay for the bus and employees should be given bus passes.

The factory should not be opened until April of this year. The move will be

received better if there are no inclement weather factors to deter from the relocation.

Once the building is completed employees should be taken to the new facility and trained on site in order to get acclimated to the new location before the actual move takes place.