



APRIL FOOLS' 2021

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Golden West's Spoofed Employee Newsletter

Golden West Scores In Search for New CEO

Golden West General Manager & CEO Denny Law's unexpected retirement after winning the largest Powerball jackpot in history left a gaping leadership hole. After scrambling for a replacement, the Board of Directors is pleased to announce the addition of Tom Brady to the team.

"The board was staring down a fourth-and-long situation," Law says from his yacht in the Florida Keys. "But they called an audible, threw a Hail Mary, and scored big!"

The decision to pursue Brady came about after the veteran quarterback led the Tampa Bay Buccaneers to victory in Super Bowl LV, earning an impressive seventh championship ring.

"Love him or loathe him, there's no denying Tom Brady is the Greatest of All Time," Law explains. "Landing him is a real coup for Golden West. The competition doesn't stand a chance now!"

Securing Brady to a long-term contract took some negotiating. Golden West initially offered Tampa Bay the marketing department. "They just laughed in our faces," Law said.

Golden West sweetened the pot by offering three member services and sales specialists, a help desk technician, and a software engineer, but the Buccaneers' general manager still refused to budge.



"Their demands were ridiculous," Law says. "Tampa Bay was asking for a mapping specialist, a field service technician II, and our GWIS systems administrator, in addition to what we were offering. That would have left us at a serious disadvantage for many seasons to come."

Golden West countered by adding a field service technician I, a NOC agent, and two first-round picks in the next employee draft to their original proposal. That was enough to persuade the Bucs to pull the trigger.

Brady will take the helm on May 1, contingent on his passing a physical and a drug test and learning to pronounce "kuchen."

FIBER to the HOME Now Includes Grape Nuts Cereal

Golden West's ongoing commitment to providing customers with fiber has intensified in 2021. The Fiber to the Home (FTTH) project is getting a boost this year with the addition of Post Grape Nuts cereal.



Including a box of high-fiber cereal with each new installation makes perfect sense, according to Greg Oleson. "The benefits of fiber are well-documented," he explains. "In addition to greater bandwidth, faster internet speeds, and long-term capability to keep up with emerging technology, members will now enjoy weight loss, reduced blood sugar spikes, lower cholesterol, and less constipation. Fiber has even been shown to promote hair growth in some follicly challenged individuals."

Best of all, the expanded fiber program won't add any extra time to the customer's installation. Once a "clamshell" has been hung outside the home, Golden West's construction contractor will

bury a fiber optic cable, complete the inside wiring, and place an unopened box of Grape Nuts cereal on the dining room table. As a courtesy, the contractor will lay out a bowl and spoon as well, though the addition of milk will be the responsibility of the homeowner.

The marketing team at Golden West is already planning to capitalize on the project through a series of strategic promotions. Customers who opt for faster internet speeds will be eligible for even more fiber such as garbanzo beans, whole grain pasta, fruits, and dark-colored vegetables.

To keep up with demand, Golden West will be hiring additional field service dietitians throughout its service territory.





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Roll Up Your Sleeve, Send In Your Cards

The South Dakota Department of Health began vaccinating people in Group 1E (critical infrastructure workers) on March 22. Golden West employees fall into this category and are urged to schedule their shots ASAP.

While not all positions are customer-facing, working with and around coworkers, vendors, and others brings its own risks. Golden West hasn't yet decided when it will reopen to the public, but the cooperative wants to take every precaution and focus on safety and health.

After you have received both shots of vaccination, please send a copy of your completed immunization card to



HumanResources@goldenwest.com. This information is kept strictly confidential and will not be shared.

Please note that COVID protocols are still in place at all locations. Golden West is mandated by OSHA to continue these until notified otherwise. Even those who are fully vaccinated must continue to take precautions.

Thank you for your understanding and compliance.

5 Tips for Effective Meetings

Research shows that employees in the U.S. attend an average of 62 meetings per month. No wonder those invites are often met with a groan!

Some contempt may be justified. Meetings that are disorganized, serve no purpose, and end without a resolution are frustrating. But with a little advance planning, you can change attitudes and ensure your meeting is productive. The following tips will help you achieve that goal.

Create an agenda. Meetings should have a clear objective. Apple CEO Steve Jobs said, "Never go to a meeting ... without a clear idea of what you are trying to achieve." Just as important, make sure attendees understand the purpose of the meeting by providing them with an agenda beforehand.

Invite only relevant people. Limit meetings to key players only — people who will add to the conversation and help make decisions. Amazon CEO Jeff Bezos follows a "two-pizza rule;"



he won't call a meeting if two pizzas won't feed everyone.

Check for scheduling conflicts. Make sure attendees don't have existing conflicts before sending a meeting invite. Outlook's Scheduling Assistant shows each person's availability. To use this, create a new meeting; add attendees in the To box; and select Scheduling Assistant from the top ribbon. Choose

an available time for all attendees before hitting Send.

Start and end on time. Respect everybody's time by starting promptly and ending on time. This helps focus on the business at hand and allows attendees to get back to work promptly.

Choose your time wisely. Focus and energy wax and wane throughout the week. Research shows that Monday morning is the worst time to hold a meeting. Likewise, scheduling one for 4:30 on Friday afternoon won't win you any brownie points. The ideal meeting time? Tuesday at 2:30. Generally speaking, mid-mornings and mid-afternoons work best. Avoid scheduling too close to lunch time — hunger is distracting. Also, don't be afraid to override default meeting times. If you think you can accomplish your goal in 25 minutes instead of 30, schedule accordingly.

NEW TEAM MEMBERS Welcome!

David Sharp, Dylan Hersrud and Megan Cutler
Help Desk Tech I - GWT, Rapid City

ViolaMay Simwanza
Answering Service Agent - GWT, Rapid City

Sources: Some information for this article was provided by online articles from Forbes, Soapbox, The Enterprisers Project, New York Times Business, Viktor, Today.com, and Cleverism.