

A Little Paintball, Please

The 2012 annual management meeting got under way in Cleveland, Tenn., Sunday with some unusual goings-on – like paintball, a double-decker bus tour and a “Let’s-get-ready-to-rumble” team-building exercise.

These exercises were all a part of a visioning, idea-gathering process of reaching some far-thinking recommendations to make our company and its customer-service commitment stronger.

Associates arrived Saturday by airplane and automobile. Sunday began with breakfast and a program of music and inspiration led by Karen Peck and New River, an award-winning Southern gospel group. Other Sunday afternoon activities included the highly popular whitewater rafting on the Ocoee River, golf, a Civil War history tour and shopping at West Town Mall in Knoxville, Tenn.

Today’s opening ceremony started with a patriotic salute to our nation and a devotional on the meeting’s overall theme, *A Will to Win*. Featured was the premiere of the new music video portraying the successful journey of a rehab patient to learn to walk again after losing both legs.

Christine Cashen delivered a keynote address that brought associates to their feet, entitled *Why Brainstorm When You Can Brain Hurricane?* Other keynote speakers during the week will be Eileen McDargh, speaking on *Radical Resilience: Leadership Skills for Turbulent Times*, and Dr. Dale Henry, with an address on *The Journey*.

Associates were divided into study groups today to begin reviewing important subjects to strengthen our service delivery, and they will continue their analysis on Tuesday, with recommendations to be made to corporate leadership on Wednesday morning.

Tuesday morning will have a session celebrating exceptional stories of customer service.

The annual meeting will close Wednesday at lunch with a review of the week, and associates will head for home.

Based on Sunday’s and this morning’s start, this promises to be a high-energy event producing far-reaching solutions.

– Beecher Hunter