



# Press In Print

News and information from the President's Office  
assembled by Dale Galusha and Gina Duncan



## Marketing Seminar 2021 Goes Virtual via Zoom

by Alicia Adams

Marketing and Sales held its annual marketing seminar the last week of February, but the 2021 event looked a lot different than in years past. For weeks leading up to the seminar, marketing and sales staff wrote, shot, and edited promotional videos for each of the year's new releases. The videos featured department staff, authors, and even a few good sports from around the office and local churches.

Doug Church, VP for Marketing and Sales, dropped all the individual clips into a comprehensive video presentation, providing a detailed look at each book. Local Adventist Book Center store managers and staff members then registered for one of several live Zoom meetings throughout the week where they joined with Pacific Press staff to view the hour-plus presentation in real time, ask questions, and learn about the 2021 lineup. In addition, managers met separately for networking and discussions on optimizing their business operations.

### What's New

#### MARKETING SEMINAR

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#### FROM YOUR HR DEPARTMENT

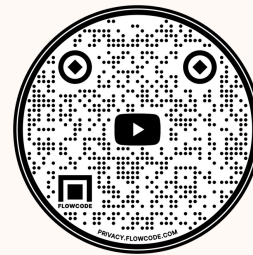
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#### EMPLOYEE UPDATES

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While the virtual format lacked the opportunity for hallway discussions and personal networking, it was well-received overall. "I just want to thank you for the presentation tonight. I had 3 of my staff on the zoom call tonight. We were texting throughout the call about the books and what we should have and who to present them to. They all enjoyed the presentation. Fantastic job," said Pracilla Fournier, manager of the Ontario, Canada store. "I do look forward to connecting more with each of you at Pacific Press and hope I can get to know everyone better."

Scan the QR code with your smart phone camera or QR code reader app to watch the presentation.



## ***From Your HR Department***

### **Reserve Your Spot: Pre-register Now for a Vaccine**

Idaho launched a pre-registration system allowing Idahoans to add their names to one waiting list regardless of when they are eligible to get the vaccine. They will be contacted by an enrolled COVID-19 vaccine provider when it is their turn and when the provider has appointments and a vaccine available.

Idahoans will no longer have to repeatedly check websites or call different providers looking for an appointment. Simply sign up and wait for an enrolled vaccine provider to contact you. The new COVID-19 vaccine appointment pre-registration system is available at: <https://covidvaccine.idaho.gov/>

## ***Employee Updates***

### **Meet Jonathan DeWeber**



Jonathan joined the Shipping department in November, and his introduction is long overdue!

He is an excellent addition to our PPPA community, and we are so happy to have him.

From Jonathan, "My wife, Erica, and I moved to the Treasure Valley from eastern Oregon in the summer of 2019. Between work and taking care of our 15-month-old golden doodle, we enjoy listening to audiobooks and podcasts! I personally enjoy baking loaves of artisan bread and running in the Boise foothills with our fur baby Zoe!

What I am looking forward to later this year is being able to travel and visit family safely."

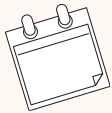
## Bernardo Cenicerros Celebration of Life

We invite you to livestream Bernardo Cenicerros' Celebration of Life on Sunday, March 14th at 2:00 p.m. on Caldwell Adventist Church's website: [www.caldwellsda.org](http://www.caldwellsda.org)

Due to COVID-19 restrictions we are not able to have large gatherings.

We thank you for the prayers, support, and kinds words.

The Cenicerros Family



### *Dateline*

#### March

- 10 PAYDAY
- 14 Daylight Savings Time
- 20 Spring begins
- 24 PAYDAY

#### April

- 7 PAYDAY
- 4 Easter
- 21 PAYDAY



### *Daylight Saving Time*

Daylight Saving Time is just around the corner.

Change your clocks before you go to bed on Saturday night, March 13, because on Sunday, March 14, at 2:00:00 am, the time will change forward to 3:00:00 am.

Sunrise and sunset will be about 1 hour later on Sunday evening than the evening before, meaning it will stay dark until later in the mornings, and there will be more light in the evening hours.

