



**Solar Suitcase**

Recharging While Roving

Date: September 12, 2017  
To: Professor Belz  
From: Margaret Mildrew  
RE: Million Dollar Business Idea

I hope this memo finds you well. This memo explains a solution to a common challenge that you may encounter during your travels, and I hope the “Solar Suitcase” will ease the burden regarding low-battery issues for your electronics at airports, train stations, or even on road trips.

The new product, the solar suitcase, will be highly beneficial to its consumers during travel. How many times have you been caught in an airport and have realized that your cellphone or laptop has very little battery power left but there do not seem to be any outlets available at that moment? Solar Suitcase is the product that will solve this problem that many travelers face.

The suitcase has built-in, durable solar panels lining the exterior of the luggage. When placed next to a large window in the airport, these panels charge, allowing for the flow of solar energy. The top of the luggage has a USB port that will allow any type of charger to be plugged in. After the luggage charges for 10 minutes, it will be ready to use to charge up electronic devices. As a result, you will never be caught in the stressful situation of dealing with a dying phone during your travels.

The mission and vision of our company is to help alleviate additional stress usually accompanied by the process of travel. Traveling at airports is already inconvenient enough when dealing with ticket lines, kiosks, security, last minute gate changes, and delayed flights. The last thing that needs to be added to that kind of stress is trying to figure out where the closest power outlet is and how much longer you have before you are left with a dead phone.

Pricing of the solar suitcase is relatively affordable. The large sized suitcase (26”x15”x10”) is priced at \$150, and the medium sized suitcase (20”x13”x 9”) is priced at \$99. During the holidays, Solar Suitcase will provide different online coupons on our website [www.solarsuitcase.com](http://www.solarsuitcase.com) with deals up to 40% off of our two different pieces of luggage.

While we are currently only available for online retail, our company is working hard during these next two years to open storefronts in the major U.S. airports. Locations will include Washington, D.C., Los Angeles, Dallas, Newark, Miami, and Denver.

Currently, 150 employees work in our manufacturing factories, and we have employed twenty online sales representatives. However, when we expand our company to those airport storefronts, we expect to hire ten more employees per store in order to keep an eye on product management, sales, and merchandise.

Since we are a fairly new company, one of our current challenges is informing the public about our business and products. To combat this, additional job positions will be opening within the next few months to increase our company’s social media presence. We will hire about twelve

more well-trained media specialists to help launch internet campaigns, promote products online, and interact with customers over Twitter, Facebook, Instagram, and Pinterest.

Never hopelessly watch the battery percentage in your phone drain down again while traveling. Visit our website [www.solarsuitcase.com](http://www.solarsuitcase.com) and use the promo code “MEMO” to receive 20% off your first purchase of our solar-powered suitcases! If you have any further questions regarding our company, sales, promotions, and products, do not hesitate to contact me at [mfmildrew@loyola.edu](mailto:mfmildrew@loyola.edu). Solar Suitcase hopes to make your travels a little less stressful by recharging your phone while you're on the go!



## Solar Suitcase

Recharging While Roving

Margaret F. Mildrew  
Solar Suitcase  
2706 King Street  
Alexandria, Virginia 22302  
[703-399-6599//mfmildrew@loyola.edu](mailto:703-399-6599//mfmildrew@loyola.edu)

19 September 2017

Ms. Claire Fallon  
675 Sixth Avenue  
New York, NY 10011

Dear Ms. Fallon:

I hope you have had a wonderful, relaxing, and stress-free summer! I am writing to inform you about a new product intended to keep stress out of your readers' lives. How many times have your readers been caught in an airport or stuck in a car with a dying phone and have had no convenient ways of recharging? The situation appears to be a common issue for many people during their travels. With the holidays quickly approaching and travel plans being coordinated, our company's new product, the solar suitcase, will lessen your stress during travel.

Here at Solar Suitcase, our company's main mission is to make your readers' travels as easy as possible. Our company is looking to expand in the near future, and I am asking for your help to spread the word about the Solar Suitcase.

Many readers in these next two months will be making travel plans to visit friends and family over the holiday season. Consequently, many people will notice their current luggage needs to be replaced. As a result, luggage sales will be rising during this specific time of year.

With more readers being in the market to buy luggage for their personal holiday travels, or even as gifts for relatives during the holiday season, the solar suitcase is the perfect new product. I am asking for your help in promoting our product, the solar suitcase, in a listicle for the *Huffington Post*.

Our product is durable and extremely beneficial to any traveler. After the solar panels charge, the luggage has stored enough solar energy to charge phones and laptops. Due to this, the common issue of having low battery life on electronics and not being able to find an available power outlet in an airport, car, or train station is eliminated.

A listicle would be an ideal form to gain our target audiences' attention. Solar Suitcase has a wide target audience of travelers. Many people around the world in the following months will be

looking into purchasing new luggage. We hope that an article will be published within the next two weeks to gain our audiences' attention and alert them to the issue of purchasing our luggage.

The next course of action should be to meet at your office, or wherever convenient for you, to demonstrate the functionality of our luggage and to discuss details about the Solar Suitcase. I recently read your listicle "28 New Fiction Books To Add To Your Must-Read List This Fall", and I am impressed with the thought you put into your writing to promote the different books. I am hopeful that a similar article showcasing Solar Suitcase luggage will be the key to attracting a wide audience and new customers.

I appreciate all the help you can lend in spreading the word out about our product to your readers. To learn more about our luggage, including pricing and sizes, visit our website [www.solarsuitcase.com](http://www.solarsuitcase.com). Please do not hesitate to reach out by phone (703-399-6599) or email ([mfmildrew@loyola.edu](mailto:mfmildrew@loyola.edu)) at anytime..

Sincerely,  
[Margaret F. Mildrew](#)  
Margaret F. Mildrew

**For Immediate Release**

**Contact:** Margaret F. Mildrew  
Marketing Director, Solar Suitcase  
(703)399-6599, mfmildrew@loyola.edu

**Solar Suitcase New Product Release Event Hosted By QVC**

Solar Suitcase is announcing the release of a new solar powered suitcase on Friday, September 29. The new model of luggage includes solar panels that hold solar energy for seven hours, allowing for even longer charging time. Solar Suitcase is teaming up with Lori Greiner to launch the product during a 13-hour televised special on Greiner's QVC show "Clever & Unique Creations Show".

On Friday, September 22, Lori Greiner, investor and "Queen of QVC", spoke to reporters during a product release press conference for Solar Suitcase. "What a great product. During trips, I'm always concerned about my phone dying because there never seem to be any available power outlets. The Solar Suitcase has changed the game and doesn't make me think twice about conserving battery power at the airport".

The new smaller (18"x14"x8") model of the Solar Suitcase will be available for sale on Friday for \$65. Additional colors will also be available in white, dark green, and a black and white checkered pattern.

"After reading online feedback from our customers, we found that there was a need to have a smaller sized piece of luggage. Previously, only medium and large sizes were offered, but we have decided to design and release a smaller model that will conveniently fit in cars, or in the carry-on area of trains and planes" Solar Suitcase CEO Kevin Andrews announced at the press conference.

Customers can purchase the new suitcase online at [www.solarsuitcase.com](http://www.solarsuitcase.com) starting at 12A.M. eastern time on September 29th. Additionally, Solar Suitcase's event with QVC runs from 9A.M. on Saturday, September 30 until 10P.M.. Customers will be able to call in to place orders via QVC.

"During this online/television QVC event, different sales will be offered on all three sizes of luggage. Every hour, Solar Suitcase will give away the new small sized luggage to one lucky viewer! Be sure to tune in!" added Greiner.

Solar Suitcase, recently recognized by *Business Insider* as a "Top New Company of 2017", is operated in Washington, D.C.. Solar Suitcase's solar powered luggage makes it easy to "rove while recharging" during travels. Working hard to make customers' travels as stress-free as possible is the company's number one priority. To learn more about the luggage, including pricing and sizes, visit the company's website [www.solarsuitcase.com](http://www.solarsuitcase.com) [www.solarsuitcase.com](http://www.solarsuitcase.com) to read FAQs and product information. And for information about the QVC event on Saturday, September 30, visit [www.QVC.com/solarsuitcase](http://www.QVC.com/solarsuitcase) For more information contact Margaret F. Mildrew at (703)399-6599 or email at mfmildrew@loyola.edu.

## **1st Annual Red Cross Disaster Relief Marathon Radio Ad**

**:30 seconds**

**SOLAR SUITCASE SPOKESPERSON:** CALLING ALL RUNNERS! THIS UPCOMING SPRING, SOLAR SUITCASE AND THE AMERICAN RED CROSS ARE TEAMING UP TO HOST THE FIRST ANNUAL DISASTER RELIEF MARATHON. ALL PROCEEDS FROM THE RACE WILL BENEFIT THE VICTIMS OF HURRICANES HARVEY, IRMA, AND MARIA.

**RED CROSS SPOKESPERSON:** JOIN US ON MARCH TENTH, TWO THOUSAND EIGHTEEN AT TEN A.M. TO RACE FOR RELIEF. THE RACE STARTS AND ENDS IN BALTIMORE'S HISTORIC INNER HARBOR. ALL RUNNERS WILL RECEIVE A FREE GIFT BAG AFTER THEY HAVE REGISTERED FOR THE RACE PROVIDED BY OUR LOCAL SPONSOR, UNDER ARMOUR.

**SOLAR SUITCASE SPOKESPERSON:** EACH GIFT BAG WILL CONTAIN A T-SHIRT, WATER BOTTLE, AND WRISTBAND— ALL WITH THE RACE FOR RELIEF MARATHON LOGO.

**RED CROSS SPOKESPERSON:** REGISTRATION CLOSES ON DECEMBER FIRST, TWO THOUSAND SEVENTEEN. MAKE SURE TO SIGN UP AND RACE FOR OUR FELLOW AMERICANS AFFECTED BY THE RECENT NATURAL DISASTERS! VISIT [WWW.RACEFORRELIEF.ORG](http://WWW.RACEFORRELIEF.ORG) TO REGISTER AND DONATE NOW!

TARGET AUDIENCE: All Americans, specifically Mid-Atlantic residents. Targeting runners, race supporters, and anyone who is interested in donating to recent hurricane relief

TIME: :30 seconds

DATE: October 20, 2017- December 1, 2017

TITLE: Race for Relief

**“Attention all runners! Join us March 2018 for the first annual disaster reliefmarathon in Baltimore’s Historic Inner Harbor. All proceeds from the race registration will be donated to The American Red Cross to benefit the victims of recent Hurricanes Harvey, Irma, and Maria.”**



**“Our local sponsor, Under Armour will be providing free gift bags with a t-shirt, water bottle, and wristband— all with the Race For Relief logo. Registration closes on December 1.” Visit [www.raceforrelief.org](http://www.raceforrelief.org) to register and donate today!**



**“Follow us on twitter for more updates about the race and for more information about how you can Race for Relief”**



\*While the announcer is speaking, continue showing time lapse videos of Baltimore’s inner harbor and other famous locations that runners will encounter during the race. The end of the TV advertisement will once again show the Race for Relief logo, the Solar Suitcase logo, and The American Red Cross logo.\*

# #RaceForRelief



**Red Cross Disaster Relief Marathon**

**#RaceForRelief**

**REGISTRATION DUE BY  
DECEMBER 1, 2017**

Registration fee: \$50

All runners will receive a free t-shirt, wristband,  
and water bottle with the #RaceForRelief logo  
supplied by our local sponsor Under Armour

Join Solar Suitcase and The American  
Red Cross on March 10, 2018 to the  
1st Annual Disaster Relief Marathon  
in downtown Baltimore, MD.

All proceeds will benefit the victims of  
Hurricanes Harvey, Irma, and Maria.

**FOLLOW US ON TWITTER FOR  
RACE UPDATES @SOLAR.-  
SUITCASE1**





**Solar Suitcase**

Recharging While Roving

Date: October 17, 2017  
To: Kevin Andrews, CEO  
From: Margaret Mildrew  
RE: Solar Suitcase Storefront Expansion

I hope this business proposal finds you well. I am writing to suggest a new plan for expanding the Solar Suitcase online store to storefront locations around the United States to increase sales.

**Situation:**

To expand business and increase annual revenue, I am proposing that Solar Suitcase moves from a singular online store to several storefront locations around the United States. These storefronts will be located in the country's most popular airports. Possible locations include Los Angeles International Airport in L.A., O'Hare International Airport in Chicago, John F. Kennedy Airport in New York, Miami International Airport in Miami, and Reagan National Airport in Washington, D.C.. With retail occurring in stores, customers can test products and buy items before and after their travels instead of waiting for shipping and processing from online purchases.

**Objectives:**

Solar Suitcase is looking to expand the company into airport storefront locations in Los Angeles, New York, D.C., Miami, and Chicago. This expansion from online retail to storefront retail will increase sales and help with the growth of Solar Suitcase. Online sales in 2016 earned \$750,000. After the expansion to storefronts in 2017, sales are expected to equal over \$1,000,000 per year.

**Actions:**

- Contact realtors to search for available lease space in LAX, JFK, Reagan, O'Hare, and MIA airports
- Determine the budget the company is willing to spend on each lease
- Work with realtors and lawyers to create lease agreements
- Purchase additional inventory for each storefront
- Increase Solar Suitcase production of products ensuring that each store is properly stocked
- Begin hiring storefront employees, supervisors, and managers
- Create ads for each airport notifying travelers about the location of new stores in the airport
- Open each storefront by January 2019

**Resources:**

Storefront locations in each of the mentioned airports will need to be leased. We will need advising from realtors and a lawyer to accomplish this task. Additional insurance measures will need to be determined for each store. New employees, supervisors, and managers will be hired and trained for customer service purposes.

**Schedule:**

- January 5, 2018: contact Coldwell Banker Commercial Realtors and Antonoplos & Associates Realty Law firm to begin discussions regarding future leases in airports for storefront locations

- January 10: contact the airports about available lease space
- January 15-22: fly realtors and CEO to selected lease locations and sign each lease contract after property inspections
- February 1: renovate storefronts
- February 10: begin the hiring process of new storefront employees and managers
- March 15-17: host a customer training seminar for all new employees via Skype video conference call
- April 1: order surpluses of Solar Suitcase inventory and determine product amounts needed for each storefront
- July 1: fly out to each location to check renovation progress
- August 1: create advertisements for each airport to informing travelers of a new Solar Suitcase storefront opening on January 1 in each specific airport
- September 1: place advertisements around airports. Keep ads up throughout the holidays so the maximum number of travelers will see the ads
- November-December: ensure that renovations are complete, products are stocked in the back storerooms, and that each store has been set up and ready for customers
- January 1, 2019: open all storefronts to the public

#### **Budget (averages):**

Lease	\$1500-\$2000 per month
Manager Salary	\$48,000 per year
Employees	\$18,000 per year
Renovations per store	\$300,000
Lawyer	\$5000
Realtor	\$10,000 plus commission from lease deals

**Estimated Total** **\$383,000\***

\*initial total: this estimate does not include monthly lease rates after the first month's payment

#### **Contacts:**

Kevin Andrews	CEO, Solar Suitcase	(202)143-7493
Margaret Mildrew	Marketing Director, Solar Suitcase	(703)399-6599
Larry Kiefer	Coldwell Banker Real Estate	(360)392-3780
Valerie Edwards	Antonoplos&Law Associates, PLLC	(202)872-9203
John Troxell	Project Director	(703)470-7261
Mike Friel	Solar Suitcase Human Resource	(213)382-3893



VOLUME 1. ISSUE 3. FALL 2017.

FRIDAY, OCTOBER 20, 2017

# The Messenger

Delivering Company Updates Every Week



## Looking Ahead

### Official Announcement of the First Annual "Race for Relief"

On Friday, October 6, 2017, SolarSuitcase announced the new partnership with The American Red Cross. Together with the Red Cross, we will host the First Annual Disaster Relief Marathon. All registration fees and donations will benefit the victims of the recent U.S. hurricanes that struck in September.

The race is set to take place in downtown Baltimore on March 20, 2018. We are also partnering with Kevin Plank, CEO of Under Armour. The company is working with us to donate t-shirts and gift bags to all those who register for the race, along with \$20,000 for additional hurricane relief.

The race will encompass the 26.2 miles around Charm City. It will begin and end at the historic downtown inner harbor area.

#### Inside This Issue

2. Race for Relief additional info
2. Spotlight: SolarSuitcase Expansion/featured location
3. 3. Annual Retreat
3. Weekly Reflection from CEO
4. Calendar of Events

Stay alert for upcoming details and information about the tasks needed to be completed in order to make sure that this race will be pulled off as easily and quickly as possible.

We look forward to having all of our employees #RaceForRelief in March.



#### Letter from the CEO October 2017

Here at SolarSuitcase, our number one priority is to make your travels as easy as possible by creating solar-powered luggage to enable charging of technology on-the-go. In the past year, we have experienced tremendous growth through our online sales, and we are looking to expand to storefront locations across the country within the next year. I am incredibly proud and thankful for everyone who works so tirelessly here at SolarSuitcase to make these plans possible.

*Kevin Andrews*  
CEO  
SolarSuitcase



[To edit the PDF version of my newsletter, I am only editing the text, and not the images so that there are no formatting issues]

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### Letter from the CEO

October 2017

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*Kevin Andrews* CEO SolarSuitcase



Pictured: Baltimore's historic Inner Harbor. The Race for Relief starts and finishes downtown on Pratt Street.



**American  
Red Cross**

Partnerships for the race include The American Red Cross and Baltimore's Under Armour.



**UNDER ARMOUR.**

## Spotlight On: SolarSuitcase Company Expansion

On Monday, October 16, 2017 Kevin Andrews, SolarSuitcase CEO, announced the expansion of SolarSuitcase from the online retail store to storefront locations across the country.

Locations include stores in major U.S. airports such as Los Angeles International Airport, Ronald Reagan National Airport, Miami International Airport, O'Hare International Airport, and John F. Kennedy Airport.

Los Angeles, Washington D.C., Miami, Chicago, and New York will be the first cities to have SolarSuitcase stores. We found that these populated airports and cities will bring in the greatest sales revenue. After these first five stores have been open for one year, we will continue to expand to other airports in major cities in the United States.

**"We have been looking forward to the announcement of this expansion for weeks now. I'm very hopeful and excited for the future of SolarSuitcase" - Kevin Andrews, CEO**

### Featured Location

Located three miles south of downtown Washington, D.C., the Ronald Reagan National Airport is one of the selected locations for the first wave of SolarSuitcase storefronts.

Over 25 million travelers fly to and from Reagan National a year. SolarSuitcase is projected to bring in over \$1,000,000 in additional revenue after the expansion to storefronts. Washington, D.C. is a highly populated area, and there is no doubt that sales will soar in the Nation's Capital.



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**"We have been looking forward to the announcement of this expansion for weeks now. I'm very hopeful and excited for the future of Solar Suitcase" -Kevin Andrews, CEO**

## Pack Your Bags! Join us for the Solar Suitcase Annual Retreat

### Hilton San Diego Bayfront Hotel

### San Diego, California

All Solar Suitcase employees are invited to the annual three day and four night retreat in San Diego in 2018. The retreat will be held from February 20, 2018 until February 24, 2018. All expenses will be paid for courtesy of Solar Suitcase.

Participants are expected to arrive at the Hilton San Diego Bayfront Hotel by 9am on February 20th. Retreat activities and training sessions begin at 12pm in the Bayview Ballroom located in the hotel's conference center.

Employees are highly encouraged to register and attend the retreat. In addition to complimentary airfare, dining, and hotel rooms, participants will have the opportunity to win free give-aways during the retreat.

An email invitation will be sent out to all employees on November 1 at 12pm. We are asking that you RSVP as soon as possible to reserve your spot on the retreat.

We hope to see you all in sunny San Diego!

## Solar Suitcase Soars: Weekly Reflection from CEO Kevin Andrews

Great work this week! This month we have been working extremely hard to create plans for the hurricane relief marathon and for the expansion of our company. I have no doubt we will be able to accomplish all of our goals. 2018 is shaping up to be a bright year for SolarSuitcase.

I want to thank everyone here for their help and determination to pull off these projects. Not only will they benefit our company, but more importantly, the public will be benefitted.

I am very grateful for the support from the American Red Cross and from Kevin Plank at Under Armour. Without their help, we would not be able to create this marathon to benefit the millions of Americans who were affected by Hurricanes Harvey, Irma, and Maria.

Additionally, I am very excited for the expansion into storefront locations. Our market research team has determined that this move into storefronts will be greatly beneficial for the promotion of our products and our annual sales. With the new storefronts, Solar Suitcase is expected to bring in over \$1,000,000 in sales.

Once again, great work this month team. Solar Suitcase would be nowhere without you.. Thank you for your cooperation and stay posted in the next weeks for directions on our future business ventures!

## Pack Your Bags! Join us for the SolarSuitcase Annual Retreat

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## Calendar of Events And Important Dates

### November

**1**

San Diego Retreat email sent out at 12pm

**20**

Deadline to register for the San Diego retreat

**24**

Black Friday online sale

**27**

Cyber Monday online sale

**30**

Monthly Reports Due

### December

**1**

Corporate executives company-wide  
conference call at 1pm EST

**5**

Marketing team to redesign website for  
holiday sales and accessibility during  
holiday season

**10**

QVC appearance to promote holiday  
luggage sale

**24-27**

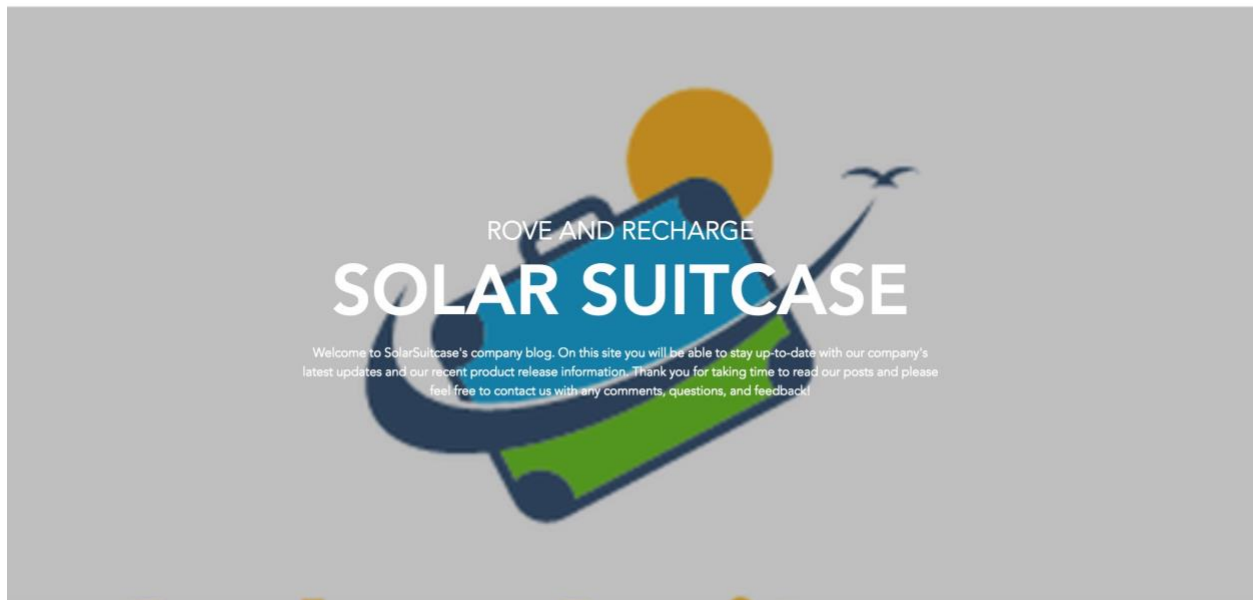
Christmas Holiday. Offices Closed.

**31-January 2, 2018**

New Years Holiday. Offices Closed.

[The blog post is a compilation of articles from the newsletter which have been edited above, the same edits apply to the blog. Below are the screengrabs from the blog's webpage]


## Solar Suitcase: Rove and Recharge



### Upcoming Partnership with the Red Cross

October 23, 2017

## #RaceForRelief



**Red Cross Disaster Relief Marathon**  
#RaceForRelief

**REGISTRATION DUE BY  
DECEMBER 1, 2017**

Registration fee: \$50  
All runners will receive a free t-shirt, wristband,  
and water bottle with the #RaceForRelief logo  
supplied by our local sponsor Under Armour

Join Solar Suitcase and The American  
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All proceeds will benefit the victims of  
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**FOLLOW US ON TWITTER FOR  
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SUITCASE1**

#### Recent Posts



Upcoming Partnership  
with the Red Cross

October 23, 2017



Race for Relief  
October 20, 2017



Pack Your Bags for the  
Annual SolarSuitcase  
Company  
September 30, 2017

October 2017

September 2017

October 2016

#### Tags

[client satisfaction](#) [cost efficiency](#)

[customer engagement](#) [good work habits](#)

[organization](#) [returns](#)

Registration fee: \$50

All runners will receive a free t-shirt, wristband, and water bottle with the #RaceForRelief logo supplied by our local sponsor Under Armour



Hurricanes Harvey, Irma, and Maria.

FOLLOW US ON TWITTER FOR RACE UPDATES @SOLAR.-SUITCASE1

SolarSuitcase announced the new partnership with The American Red Cross. Together with the Red Cross, we will host the First Annual Disaster Relief Marathon. All registration fees and donations will benefit the victims of the recent U.S. hurricanes that struck in Septe...

[Read More](#)

## Race for Relief

*October 20, 2017*



Solar Suitcase is partnering with The American Red Cross to host the 1st Annual Marathon to benefit the victims of the recent hurricanes in Texas, Florida, and Puerto Rico. The marathon will take place in Baltimore, MD. Participants and supporters can spread the word ab...

[Read More](#)

[Read More](#)

## Pack Your Bags for the Annual SolarSuitcase Company Retreat in San Diego, California

*September 30, 2017*



All employees of SolarSuitcase are invited to the annual three day and four night retreat in San Diego this upcoming year. The retreat will be held from February 20, 2019 until February 24, 2019. All expenses will be paid for courtesy of SolarSuitcase. Participants are...

[Read More](#)

## New Products for the New Year

*October 26, 2016*

# New Products for the New Year

*October 26, 2016*



# Solar Suitcase

## Recharging While Roving

### Give a Shout

Thanks for your interest in Solar Suitcase. For more information, feel free to get in touch.

Name
Email
Subject
Message

Send

Address:

Address:

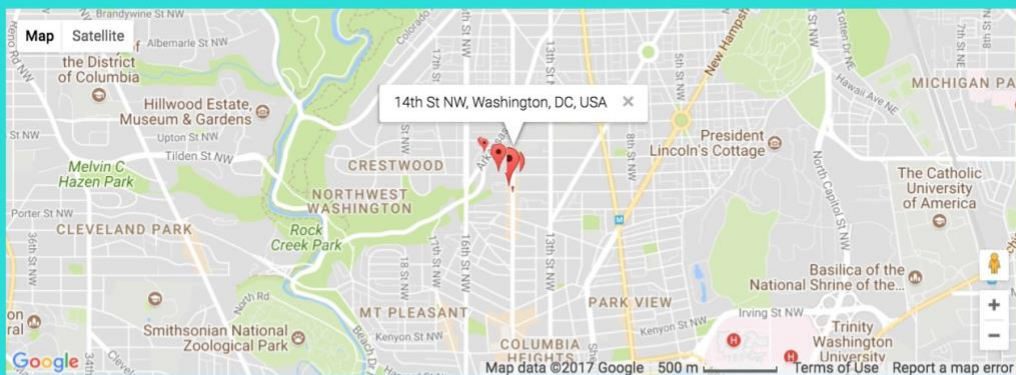
14th St NW, Washington, DC, USA

Email:

mfmildrew@loyola.edu

Phone:

(202)836-1959



mfmildrew@loyola.edu  
(202)836-1959 (202)491-3948

14th St NW, Washington, DC, USA

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**Solar Suitcase**  
**Margaret F. Mildrew**  
**November 30, 2017**  
**Solar Suitcase Crisis Communication Plan**

**1. Situation:**

A shooting at the Ronald Reagan National Airport in Washington, D.C. occurred yesterday afternoon. The Solar Suitcase storefront is located in the airport across from the terminal where the attack occurred. Although no injuries occurred in the store, several travelers and employees were held hostage for hours inside the airport. The airport was cleared this morning, and all employees are now safe at home. The Solar Suitcase storefront located in the Reagan National Airport is closed until further notice.

**2. The Team:**

Kevin Andrews- Solar Suitcase, CEO and President

[kandrews@solarsuitcase.com](mailto:kandrews@solarsuitcase.com), (202)384-2948

Margaret Mildrew- Solar Suitcase, Marketing Director

[mfmildrew@solarsuitcase.com](mailto:mfmildrew@solarsuitcase.com), (202)836-1959

Michael Ribich- Solar Suitcase, Director of Communications

[mcribich@solarsuitcase.com](mailto:mcribich@solarsuitcase.com), (703)938-0339

Anna Fracasso- Solar Suitcase, Operations Manager

[afracasso@solarsuitcase.com](mailto:afracasso@solarsuitcase.com), (703)384-2900

**3. Designated Spokesperson:**

Margaret Mildrew- Solar Suitcase, Marketing Director and Assistant Director of Public Relations

[mfmildrew@solarsuitcase.com](mailto:mfmildrew@solarsuitcase.com), (202)836-1959

William Litchfield- Solar Suitcase, Media Relations Manager and Assistant Marketing Director

[wtlitchfield@solarsuitcase.com](mailto:wtlitchfield@solarsuitcase.com), (505)939-2740

**4. Media Contact List:**

Stephanie Haas- Solar Suitcase, Assistant Media Director

[shaas@solarsuitcase.com](mailto:shaas@solarsuitcase.com), (202)833-1001

Victoria Martini- Solar Suitcase, Assistant Director of Communication

[vcmartini@solarsuitcase.com](mailto:vcmartini@solarsuitcase.com), (390)222-5784

Jack Troxell- Solar Suitcase, Property Consultant

[jtroxell@solarsuitcase.com](mailto:jtroxell@solarsuitcase.com), (202)311-1928

**5. Third Party Support**

Federal Bureau of Investigation

Washington DC Headquarters

935 Pennsylvania Ave NW

Washington, D.C. 20535

(202)324-3000

Washington DC Police Department

300 Indiana Ave NW

Washington, D.C. 20535  
(202)727-9099

The Department of Homeland Security  
Washington DC Headquarters  
3801 Nebraska Ave NW  
Washington, D.C. 20016  
(631)226-2796

The American Red Cross  
Washington DC National Capital Chapter  
430 175th St. NW  
Washington, D.C. 20006  
1-(800)733-2767

## **6. Positioning:**

- Release a public statement sending condolences to all those who were affected
- Pay for employees to see special counselors/therapists to cope with their experience at the airport during the attack
- Allow for paid-leave for any employees needing to take time off to contact families or seek counseling
- Contact SolarSuitcase's company lawyer to discuss possible settlements
- Start a GoFundMe benefitting the victims of the terror attack at the airport
- Create a crisis plan for all Solar Suitcase airport storefronts to take a proactive approach to dealing with another potential incident similar to this
  - This plan would include employee training for future incidents so that all employees are prepared to act during a crisis
- Reopen the Solar Suitcase storefront shortly after the reopening of Reagan National Airport to show the public the company will not be forced into hiding or fear- give the public additional confidence that the airport is safe
- Assure the public the store will reopen, the employees will be trained, and Solar Suitcase will stand by and protect its employees no matter what incidents occur

## **7. Key Audiences:**

- Internal audiences include all Solar Suitcase employees and news reporters. CEO Kevin Andrews and Marketing Director Margaret Mildrew will handle the public by addressing news reporters at press conferences. Public relations, communications, and media managers will cover the information being delivered to the public through social media, newspapers, radio, and television.
- External audiences are Solar Suitcase customers, victims of the attacks, families of the victims, U.S. airport travelers, and any person in the United States or the world who watches the news coverage about the terror attacks at Reagan National Airport.

## **8. Media Mandatories:**

The media should be handled carefully. The recent shooting is a sensitive issue given the nature of the attack. Solar Suitcase will take whatever measures are needed to ensure the security and protection of the company stores. Solar Suitcase also sends deep condolences to those affected as a result of the shooting. Meet with FOX-5 News to schedule an on-air interview allowing Solar Suitcase to tell our side of the story and assure the public that our company is taking all necessary measures to protect our customers and employees.

## **9. Sample Q&A:**

Q: What did employees at the Solar Suitcase store immediately do when word of an attack spread?

A: After the employees at the Reagan National Solar Suitcase store heard gun shots, they immediately put the store under lockdown. They were trained to lock the front doors of the store, turn off the lights, and make sure that any customers in the store were safely taken to the back storage room and out of sight from an attacker.

Q: Was anyone injured in the attack at the Solar Suitcase store?

A: Thankfully no one in the Solar Suitcase store was injured during the shooting. The employees made sure to lockdown the store and protect any customers who were locked in the store, as well as themselves. We are extremely fortunate that nothing worse happened to our customers or employees during the traumatic event.

Q: How are the employees who were at the scene of the attack handling the situation?

A: The store has not yet reopened, and Solar Suitcase has made sure that each employee arrived home safely that night. We understand the horrific event will have traumatic, long-lasting effects on those who were at the scene. Solar Suitcase is covering all of our employees' medical bills if they visited a doctor or a therapist after the attack. Solar Suitcase is checking on each employee who was there on the day of the attack. They will not be required to return to work until they feel ready to do so.

Q: How will your company deal with a future crisis such as this?

A: Unfortunately in today's world, these types of events are becoming far too frequent. We are very lucky that nothing serious happened to any of our customers or employees, but we have taken the event as a wake-up call to ensure that we improve all Solar Suitcase stores' security and crisis management regimens. We are working on different training plans for our employees. The plans will instruct them on what to do if a future event such as the recent terror attack occurs.

## **10. Prepared Statements:**

- Solar Suitcase sends our deepest condolences to those affected by the airport terror attack. The company is working on a fundraising plan to raise \$1,000,000 for the victims of the attack.
- Solar Suitcase is additionally covering all medical expenses for our employees who sought medical attention following the attack.

- Solar Suitcase is working diligently to improve security in each of the airport storefront located across the country. Solar Suitcase's number one priority is to ensure the safety of customers and employees in the stores.

## **11. Sample News Release:**

FOR IMMEDIATE RELEASE

CONTACT: Margaret Mildrew at (202)836-1959

### **Solar Suitcase Impacted by the Ronald Reagan National Airport Attacks**

First and foremost, Solar Suitcase sends its deepest condolences for all those affected by the terrorist attack at RNA on November 1, 2017. The unexpected and shocking event has affected many across our country. “The Ronald Reagan Airport is home to the first U.S. Solar Suitcase storefront which makes us deeply troubled by the recent attack. Although none of our employees were physically harmed during the attack, the Solar Suitcase storefront is located directly across from the terminal where the attack occurred” CEO Kevin Andrews stated to interviewers during a press conference on November 1, following the attack.

The airport and the Solar Suitcase store have temporarily been closed for the FBI and the Department of Homeland Security to continue their criminal investigation. Andrews also expressed, “Solar Suitcase will keep the media and the public informed about our future reopening. In the meantime, our company is creating a crisis management plan for all of our airport storefronts in case of similar future events. It is our priority to make sure that our employees feel safe in their place of work, and that they are properly trained and confident in their abilities to combat any future type of crisis.”

Solar Suitcase is also making it a top priority to cover any employees’ medical costs if they choose to seek therapy or medial attention following the traumatic events that occurred during the terrorist attack. Solar Suitcase and other neighboring storefronts located in the airport terminal are creating a fundraiser through GoFundMe to raise money for the victims of the attack. The goal is to raise \$1,000,000 for those affected.

For more information contact Margaret Mildrew at [mfmildrew@solarsuitcase.com](mailto:mfmildrew@solarsuitcase.com) or at (202)836-1959.

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## **12. Collateral Materials:**

We will need our social media staff to keep the public updated about the reopening of the Solar Suitcase store in Washington, D.C.. Solar Suitcase will be updating its Facebook and Twitter social media pages with posts keeping our followers up-to-date on the store reopening. We will be as transparent as possible with the public about our new security protocol. Additionally, Solar Suitcase's property manager and crisis control staff will travel to each airport storefront to reevaluate the stores' layouts and security systems to allow for quick lockdown procedures in the case of future attacks.

### 13. Contact/ Activity Log:

Date:	Name:	Title:	Organization:	Subject:	Response:
11/1/2017	David York	Editor-in-Chief	Wall Street Journal	Information regarding shooting for article	Media Director William Litchfield will be in touch shortly with details and quotes for the story
11/1/2017	Anderson Cooper	News Correspondent	CNN	Questions regarding shooting- please contact CNN ASAP	CEO Kevin Andrews will contact CNN- he is prepared to give statements on television
11/2/2017	Sarah Vine	Journalist	DailyMail	Need quotes for upcoming DailyMail article	Media Director and assistants will take conference calls with reporters on 11/3/2017 at 12pm to cover details on story
11/2/2017	Anthony Saler	FBI Investigator	FBI	Interviewing employees for eye-witness information	CEO Kevin Andrews will get in touch shortly with the list of names and contact information for all employees who were at the scene
11/3/2017	John E. Potter	CEO/President	Metropolitan Washington Airports Authority	Contact ASAP about airport protocol following the shooting	CEO Kevin Andrews is available to take calls at anytime



### Course and Self Evaluation

Compose a clear, specific response for each (a paragraph of a few good sentences.)

1. How have I developed as a writer this semester? (Or not?)

This class has helped me strengthen my writing skills. At first, I was nervous about the work for this class, and I had wondered if I had what is needed to become a strong public relations writer. While this course does push me to sit down and really focus on creating well-written pieces of work I enjoy seeing the pieces of PR writing I have created. I also have enjoyed seeing myself grow as a writer. However, I still have a lot to improve on. Especially with writing in the passive. Writing in the passive voice has been a difficult habit for me to break. But with your teaching, the in-class peer edits, and the Final Draft Checklist, I know that I am only going to keep improving with my writing moving forward.

2. Now when I write, what three **specific** things do I do that I **didn't** do before? (Or not?)

When I write now, I really try to focus on what voice I am writing in. Growing up, writing in the passive voice was drilled into my head, and until I got to college, I did not even know what the passive voice was. Writing for PR has taught me to think about how I'm writing, proofread and double check my work, and focus on writing in the active voice. I also have begun to work on eliminating jargon and extra words in my work and to make my writing clear and concise. Finally, I pay more attention to the audience. When I write now, I am more focused on who is reading my work, and what they want or need to hear from my writing. Instead of just writing without a purpose, I feel now as if my audience-focused writing is more meaningful and clear so that my readers can easily understand what I am trying to convey in my writing.

3. Do I now take any risks as a writer? What are the penalties? The payoffs?

Personally, I am not a huge risk taker. I do not like taking risks when I write. However, I have learned that writing for public relations does require a slight amount of risk taking. An example of risk taking in writing would be for crisis communications. It is hard to admit that you are wrong and to be completely transparent with your audience. However, the key to successfully overcoming a crisis is to apologize, admit that you made a mistake, show that you are taking initiative to improve, and to ensure the public that the crisis will not occur again. I would say that this is one way in which I have learned to take risks as a writer. You have to drop your pride and understand that making mistakes only makes you human. However, you cannot hide the crisis because the public will be much more accepting of an apology if you reach out to them with clear details. Some audience members may initially be upset with you and your company, but the majority will be more forgiving of the mistake. The payoff is that the crisis does not have long-lasting and detrimental results for the brand of your company.

4. How have I changed personally and academically in the past semester? Best practices? Life lessons learned?

This question has really hit home for me because I feel as if this past semester has been one in which I have truly grown academically and personally. I have officially declared my major (communications with a specialization in public relations) and my minor (theology). Not only have I pushed myself academically, I have also pushed myself socially. Last year as a freshman, I was not involved on campus, a decision that left me bored and occasionally lonely. This semester, I decided to change that. I was nominated to be a member on Loyola's Honor Council, I am part of the Best Buddies club, and I teach English to immigrants at the Esperanza Center in Fells Point every Wednesday morning. I am so inspired by each of my extracurricular activities. They have made this semester truly fulfilling. I have also expanded my friend group, and as a result, I have many more amazing friends and people in my life. Freshman year was a difficult transition for me, but this year, I feel as if I know myself much more, and I know what I want in my life. It's a wonderful feeling, and I am so thrilled that I chose Loyola as my home away from home.

I have learned a lot of life lessons this past semester. Aside from not procrastinating, the most important lesson that I have learned is to not make any assumptions. I have always struggled with making rash judgments and jumping to conclusions before I know all of the information. This is something that I am working hard to improve upon and I feel like this is the first semester that I am starting to master the issue. The final practice that I have learned this semester is to be patient and to trust that everything works out for a reason. It goes along with the importance of not making quick, rash judgments. Instead of hastily assuming something, I have learned to be patient and let everything work itself out without getting too involved. This semester has personally been one of great growth, and I am very excited to see what the upcoming semesters have in store.

5. Which of the assignments this semester stands out as being most helpful? Which were less helpful?

The business memo, crisis communications plan, and media release assignments were the most helpful for me. I had never previously learned how to write and properly format these types of PR writing. The assignments were extremely beneficial to me. Not only will they help me with my writing in future PR classes that I take at Loyola, but they will help me with my writing when I am working for a company. The assignments that were less helpful would have been any of the assignments that involved just plain typing onto a word document such as the PSA ad campaign, the newsletter, and the blog. While I thoroughly enjoyed these assignments, I already felt as if I knew how to format these pieces of writing and it was not too difficult to me. However, they were very interesting and I enjoyed getting to add more work into my Solar Suitcase portfolio.

6. Which of the activities this semester stands out as being most helpful (peer editing, brainstorm exercises, etc.)

The lecture notes and PowerPoints, along with the peer editing, were the most helpful activities we did in class this semester. Since I am a visual learner, I am able to quickly take in information, memorize it, and apply it to my work. The PowerPoints are easy for me to understand and study from so I can do the assignments for each lesson. The peer editing is also very helpful for me. It is a good opportunity to see what my classmates have done with their

assignments and to see what I am missing in my writing. Also, it is helpful to have additional pairs of eyes checking over my writing in case I have missed any simple grammatical or spelling errors.

7. Wish we had done **more** of:

I wish there were more writing assignments like the newsletter and the PSA campaign where I could be a little more creative with my writing and formatting. I enjoy these types of assignments and the ability they gave me to design different logos, campaigns, and make up scenarios for the Solar Suitcase company. However, I am so pleased with all of the assignments that we have covered this semester, and each have equally helped me improve my writing skills immensely.

8. Wish we had done **less** of:

There is not anything that I wish we had done less of. Sometimes the note taking with the PowerPoints were difficult to keep up with. There seemed to be a lot of information to cover in the presentations, and writing everything down was a difficult task since the notes were being reviewed at a quick pace. Also, the 10-K Filing Form report was a very difficult assignment for me. I am not good with numbers or data. Deciphering these filing forms was not easy for me. I think I did a pretty good job, considering this type of assignment was not a strong suit of mine. However, seeing how these companies have to be completely honest with investors and the public in their filing forms was interesting.

9. My favorite assignment was:

The newsletter assignment was my favorite. I enjoyed having more creative liberties with this assignment by being able to design the letter in a format and with a template I found aesthetically pleasing. My company, Solar Suitcase, has a bright and colorful. I was able to find a template for the newsletter that allowed me to change the backdrop colors to match the logo and ultimately tie the theme together. I also enjoyed being able to create fictional events for my company, such as the annual employee retreat to San Diego or advertise more about the company's upcoming marathon. Aside from the newsletter, I also very much enjoyed the PSA ad campaign assignment. This assignment was more difficult than the previous assignments because there were many parts which made up the ad, but I feel like I was able to master the concept and create a great campaign. Since I am a runner, I was excited to be able to create a fictional marathon for hurricane relief. I thought this was a very interesting assignment that pushed me to think more, , and in the end, the task was worth the work.

10. Other remarks:

Thank you so much Professor Belz for a wonderful semester. This is my favorite class, and it has helped me to discern that public relations is the field that I want to pursue an education and career in. I love how creative this class allows me to be, and I feel as if I am prepared to be able to do PR work in the real world after this course. I hope you and your family have a wonderful and relaxing Thanksgiving break!

[To add to this conclusion from my midterm assignment, I wanted to thank you again. This class has helped me immensely with my writing skills. This electronic portfolio final has also been very beneficial. It has forced me to reread my previous work and to edit parts of old assignments that were grammatically or stylistically wrong. It has been neat to go back through my older assignments and to see how much my writing has improved over the course of this class. I am excited to see the end result of my portfolio and I am very thankful that a class like this was offered at Loyola. Thank you for an absolutely wonderful semester, and I hope that you have a Merry Christmas and a Happy New Year!]

Margaret Mildrew  
CM 354 Writing for Public Relations  
Professor Belz  
November 28, 2017

**Analysis of Apple Computers, Inc.  
and Johnson & Johnson, Inc. Annual Reports**

Investor relations is a key part in every major corporation. Annual reports, specifically, are important documents for organizations to publish each year and to distribute to the public. Annual reports aid in lessening the gap between the perceptions of a company and the actual reality. Annual reports help build consumer confidence and strengthen the credibility of the organization's brand. Each year, the U.S. Securities and Exchange Commission tasks companies with reporting internal information to the public. "The federal securities laws require public companies to disclose information on an ongoing basis" and "the annual report on Form 10-K provides a comprehensive overview of the company's business and financial condition and includes audited financial statements" (SEC 10-K). The analyses of annual reports from Johnson & Johnson, Inc. and Apple Computers, Inc. will examine and compare the forms by using the SEC "A Plain English Handbook" and additional media articles. The goal of modern annual reports is to be as transparent with the public as possible, while explaining complicated market information in a clear and concise manner.

The SEC's "A Plain English Handbook" explains in chapter five the importance of reorganizing the document to make readability as simple as possible. The handbook states, "First, present the big picture before the details... Second, use descriptive headers and subheaders... Third, always group related information together" (A Plain English Handbook 15). Both Johnson & Johnson, Inc. and Apple Computers, Inc. do a good job of producing high levels

of readability in their 2015 10-K filing forms. The two companies' documents appear to be formatted very similarly. Both companies place their logos at the top of the form, immediately enabling the audience to know what company's report they are reviewing. Next, the companies both list their important contact information and share "Common Stock par value per share" (Investor Filing Apple 1) immediately at the top of the document. Once again, the information shared is made clear to the audience by defining who the company is and how the company's stock value is currently doing in the New York Stock Exchange.

The second portion of both companies' 10-K filing form is a table of contents which clearly layout the items that are covered in the annual report. The SEC's "A Plain English Handbook" states that the authors of any large document, such as an annual report, should "question the need for repeating any information" (A Plain English Handbook 12). Both Apple Computers, Inc. and Johnson & Johnson, Inc. do a fairly good job of strictly stating the facts. For example, Apple, specifically, was clear in the "Business Seasonality and Product Introduction" section by stating, "The Company has historically experienced higher net sales in its first quarter compared to other quarters in its fiscal year due in part to seasonal holiday demand. Additionally, new product introductions can significantly impact net sales, product costs and operating expenses" (Apple Computers, Inc.). Here the company clearly explains the sales have increased due to the holidays, however, new products will cost the company additional money. This section allowed Apple to explain financial information in a simple and transparent manner allowing most readers to fully understand.

From the beginning of both documents, the companies report stock information and have clear "Yes" or "No" answers laid out on the first page in response to the SEC's form. Johnson & Johnson, Inc. was particularly organized with the outlining of material found in the document by

addressing each section of the report. Parts I, II and III of the report include “Portions of registrant’s annual report to shareholders for fiscal year 2014 (the "Annual Report")” (Johnson & Johnson, Inc.). Parts I and III also address “Portions of registrant’s proxy statement for its 2015 annual meeting of shareholders filed within 120 days after the close of the registrant’s fiscal year (the "Proxy Statement")” (Johnson & Johnson, Inc.). This helped the audience know what they will encounter on the following pages of the report.

One major critique of both companies’ annual reports would be they both are still complicated to decipher, regardless of their close compliance with “A Plain English Handbook” standards. Reading Johnson & Johnson and Apple’s annual reports was a difficult task because the information was not easy to comprehend. Understanding the information found in these reports is a common problem for many people.

A 2011 article from *Accounting Today* was titled “Many SEC Filings are Hard for Even Stock Analysts to Decipher”. In the article, the Fog Index is introduced. The index calculates the readability level of the report by “capturing the linguistic and synaptic complexity of a document as a function of the number of syllables per word and the number of words per sentence” (*Accounting Today*). This gauge has helped several companies edit their annual reports to ensure that the readability level is clear and simple for average audience members to read. At times, both Johnson & Johnson and Apple struggled to produce sections of their reports with simple readability levels. Although both companies were organized and thorough, they could work to improve the clearness and simple English in their writing.

In a study conducted by the American Accounting Association in 2011, Reuven Lehavy, Feng Li, and Kenneth Merkley predicted how the readability of an annual report translates to the companies’ future earnings. “We find that less readable 10-Ks are associated with greater

dispersion, lower accuracy, and greater overall uncertainty in analyst earnings forecasts” (Merkley). This study explains that annual reports with lower readability scores gauged from the Fog Index show failing company earnings and more errors. The Fog Index and the study conducted by the American Accounting Association are two resources that can aid companies in the writing of their annual reports to ensure that the literature produced is clear, concise, and accurate.

Annual reports serve the purpose of eliminating vagueness for a company’s investors. The reports reveal the basic information regarding annual business and facts about the company’s annual revenue. While these types of reports are difficult for the average person to read, the SEC’s “A Plain English Handbook” has created a new standard for the composition of the reports with the goal of making them clear and concise for professional investors as well as average consumers. Both Johnson and Johnson, Inc. and Apple Computers, Inc. struggled to reach clear readability, however, the two companies revealed important information while being thorough in their annual reports. As a result of annual reports, such as the two examples from Johnson and Johnson, Inc. and Apple Computers, Inc., investors and consumers are able to trust companies they invest in. Annual reports allow for the relationship between the company and its shareholders to be strengthened through the detail and transparency provided in the report forms.

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