

Congratulations Team IntelSius USA—It's a . . .

December 2012

Whale! Named “Colt.”

That's what the sign on the break room door said when my colleagues returned to the office after the weekend. To say some of them were puzzled just barely describes what I thought was a pretty good holiday gift to the office from me. I don't usually buy collective gifts for my colleagues, in fact, I don't think I've ever bought gifts for colleagues any where I've worked before IntelSius.

So why get a gift for the office this time and why on earth a whale?

A couple of reasons: it's my first holiday season with the company and we're a pretty diverse group. Thanksgiving was an American holiday tradition so most of my colleagues observed that tradition with no religious implications.

Christmas and Hanukkah are a different story all together. Out of respect for my fellow

employees I want to be cognizant of my colleagues religious beliefs and aware of those who don't celebrate traditional Jewish or Christian holidays.

The second reason is a lot more fun. Last spring, IntelSius launched its highest performing product line, ORCA™. The plans were to launch the line first in the US on May 9th and in the UK (where our company is headquartered) six days later.

The IntelSius management team decided that the ORCA line of solutions would not only be the highest performing line to date but that a portion of the proceeds from each ORCA solution sold would go to support charities that protect whales and dolphins in the wild.

The office in the UK already had a relationship with a whale and dolphin conservation agency, ironically also called Orca. Here in the US though we needed to find a great partner and worthwhile organization with which to team up for the launch.



Colt sighted by the Whale & Dolphin Conservation Society in 2012.

My colleague and I began researching organizations that we felt met our criteria.

A few days later I got in touch with the Whale and Dolphin Conservation Society (WDCS) in Plymouth, Massachusetts and a business relationship was born.

It was challenging from the public relations side of planning product launch events; one product line, two different countries and within a week of one another.

Now for the other twist, both product launch announcements would take place on boats. I've never done that before but there's a first time for everything in event planning.

Intelsius employees get a whale as a holiday gift

What I didn't know then was what a big difference the word "ferry" can mean. The ORCA organization's mobile observation lab is on board a DFDS ferry boat. I asked them to send me a photo of the ferry and very quickly realized that what they call a "ferry" in the UK we would call a cruise ship in the US.

Although the weather didn't really cooperate with the US launch and we had to use our backup plan at a seaside restaurant, what really made the difference for the launch was the personal story told by the executive director of the (then) WDCS during her portion of the product launch remarks. They were not intended to be made public and will not be here either. Let's just say she had a situation in her family where someone needed temperature controlled medication and she had no way to transport it at the appropriate temperature. Our East Coast BDM gave her his sample ThermoTrek (below) and it's still being used today.



The Bottom Line

We intended to launch our products in two different countries and have a portion of the proceeds benefit two whale and dolphin conservation agencies and while we had two successful events we also made friends with each organization.

So when looking for the perfect gift for my new colleagues at Intelsius, I turned to the WDC for a unique gift and adopted a whale named "Colt." How could I resist a whale with that name since our professional NFL team here is called the Indianapolis Colts?

According to the adoption kit, Colt was born in 1981 and his mother is named "Equus" - first sighted and named in 1977. He has five siblings — the eldest "Tusk" and the youngest "Roadkill." (Where do they get these names? A scientific committee, seriously, I asked.)

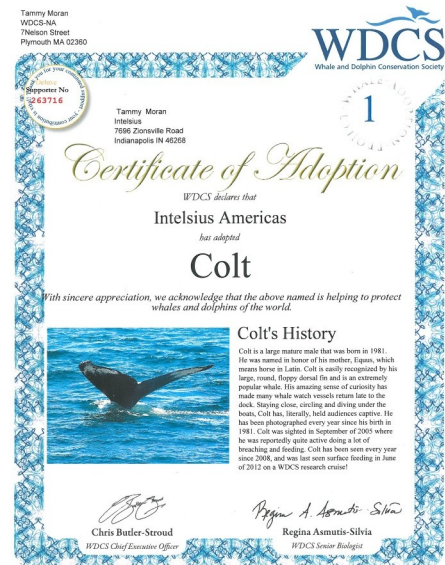
If you need a unique gift idea for someone in your family or office, please consider adopting a whale from Whale & Dolphin Conservation like I did.



Colt sighted by the Whale & Dolphin Conservation Society. Colt has been photographed in the Gulf of Maine every year since his birth.



The ORCA range of solutions from Intelsius. Our highest performing products are getting even better. Stay tuned!



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