

Wunderkind Communications
Employee Handbook

Welcome to Wunderkind Communications, a growing organization respected for producing outstanding work for clients, and for providing a pleasant and rewarding environment for our employees.

Our past success has been due to the ability of our diverse and talented employees to work together productively as a team. To help ensure that we won't lose this ability as we grow and change, we have a few simple policies and procedures that everyone here follows. They benefit all of us by making Wunderkind a better place to work, and our futures more secure.

We ask that all new employees familiarize themselves with our organization by reading this booklet and referring back to it whenever there are questions. Keep in mind, however, that this provides only guidelines; many policies and procedures are more detailed than indicated here, and all may change at any time. If there are questions about official company policies, please see me. My door is always open for personal inquiries, or for discussing how we can better work together to improve our workplace environment.

Ima Wunderkind

—Company Philosophy—

Wunderkind Communications is in business to provide:

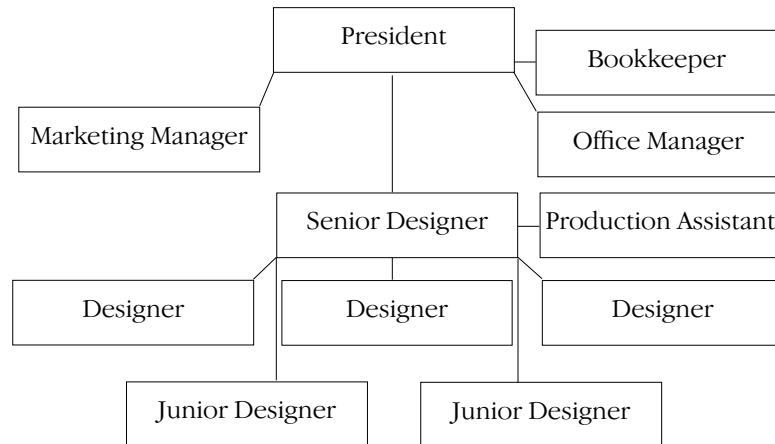
For our customers—materials of innovative creativity and outstanding effectiveness at fair prices.

For our investors—an above average return on their financial and labor investment.

For our employees—stimulating assignments in a pleasant working environment at excellent salaries.

We believe that these objectives can be best met through continuously striving to become the highest quality communications firm in the upstate area.

—Organization—



—Personnel—

(Note: Three samples follow to show style.)

President—Ima Wunderkind. Ima founded the company from her home in 1985 with a single Macintosh Computer. Previously she had been an art director at Overpriced Advertising and a designer at The Pretentious Collaborative. A native of Metropolis, she graduated from The Irrelevant School of Art & Design in 1974. Her home address is: 2198 Rising Creek Dr., Floodplain, 99445. Tel: 991-447-7689.

Bookkeeper—Lotta Dinero. Lotta keeps us honest and profitable. She was a payroll assistant for Mammoth Products and worked for us part time for six years before joining our team full-time in 1996. She is a native of Highland, graduating from high school there in 1982. Her home address is: 13 Overlook, Highland, 99442. Tel: 991-568-2964.

Senior Designer—John Caslon. John is a designer whose clean look and readable typography are in demand by our corporate clients. John is a graduate of the World's Greatest University, and received an MFA from the Ivy Graduate School of Design shortly before joining us in 1992. His home address is 226 Bauhaus St., Floodplain, 99446. Tel: 991-331-5245.

—Working Policies & Procedures—

Hours—Our normal office hours are 9 a.m. to 5:30 p.m. Monday to Friday. Employees should be at work during this time. Flexible time can sometimes be arranged for individuals who find these hours difficult to keep. Employees who will be late for work or are ill are expected to provide as much notice as possible. Our overtime policy is covered under “Salaries & Benefits.”

Lunch and work breaks—We do not observe formal work breaks or lunch hours. We anticipate that employees will take a quarter-hour morning and afternoon break, and a half-hour mid-day lunch break. These can be taken at the employee’s discretion, unless requested otherwise by the Senior Designer or President.

Dress, demeanor and neatness—We adhere to accepted business standards in the office. These include appropriate office demeanor, maintaining a neat and orderly workplace, and casual business dress. When calling on clients, more formal business dress—jackets and dresses—is often appropriate.

Security—The building is normally open from 7 a.m. to 10 p.m. weekdays. Special security arrangements can be made to open the building at other times. For your own safety, you must make prior arrangements with the Senior Designer or President and work with at least one other employee to stay after 8 p.m. or come in on weekends.

Teamwork—Our success is based on the willingness of our employees to work together on projects when called for. To ensure that everyone is informed of individual workload, we hold a regular staff meeting each Monday morning from 9 a.m to 11 a.m. Each employee is expected to discuss in detail the projects he or she is working on.

Recordkeeping—The profitability of our company and our ability to pay above average salaries and benefits is dependent on charging clients appropriately for the time we spend on their assignments. We insist that all employees keep accurate and up-to-date time and expense records.

Creative review—To maintain the consistency and quality of the company’s work, all ideas and concepts are subject to review by the Senior Designer or President at his or her discretion.

—Working Policies & Procedures—

Ownership—All ideas and work performed at Wunderkind Communications, or for Wunderkind clients while in the firm's employ, are the property of Wunderkind. Where appropriate, employees are provided with up to 6 samples for their own files.

Personal work style—We attempt to be as flexible as possible, consistent with the demands of jobs and overall office productivity. Generally, we allow radios/stereos, bringing children and pets to work, and decorating your workspace with personal items and artwork. We do not allow any personal items or behavior that other employees or supervisors object to.

Sexual and other forms of harassment—We do not tolerate sexual or other harassment. If you feel these conditions exist, contact the President immediately. If you do not feel comfortable doing this, we encourage you to contact: (name, address and telephone number of of state agency responsible).

Nondisclosure/noncompete/software use policy—Projects and client information are not to be discussed or taken outside the company. All employees are required to sign a noncompete agreement prohibiting them from working independently on assignments for current or potential clients for a period of six months after leaving the company. No company software may be copied, or new software employed, without the President's permission.

Miscellaneous—We do not allow use of company computer equipment for personal use, except occasional e-mail messages and authorized freelancing. (See "Dealing With The Outside.") Occasional use of the telephone for personal calls is allowed, but for local calls only. Occasional personal use of copy machines is also permitted. Smoking is not allowed at any time.

—Dealing With The Outside—

Vendors and purchase orders—To maintain quality, we use only a few proven vendors approved by the Senior Designer or President. All expenditures of more than \$50 must be authorized by a purchase order; lesser amounts can be authorized by the Office Manager from petty cash.

Demeanor—We expect each employee to conduct him or herself appropriately and professionally whenever dealing with individuals outside the company. The actions of an individual employee reflect on the company and all other employees.

Telephone—All employees should answer the telephone in the way determined by the Office Administrator or President, and maintain a courteous and professional manner at all times.

Correspondence—All written communication with outside vendors and clients should be in the formats determined by the Office Administrator or President.

Freelancing—We allow freelancing after hours providing it does not interfere with the employee's performance during work, and there is no conflict of interest with present or potential clients. Company equipment or time can not be used for freelancing without the permission of the Senior Designer or President.

Professional recognition—We budget for a limited number of submissions each year to award competitions. Choices are made by the Senior Designer.

Presentation to clients—To assure consistency, all ideas, concepts and materials shown to a client should be prepared and formatted in the manner determined by the Senior Designer or President.

–Salaries & Benefits–

Pay—Paydays are semi-monthly on the 15th and last day of the month. When the payday falls on a weekend or holiday, checks will be distributed on the closest regular workday.

Performance reviews—Employee performance is reviewed after 6 months; thereafter yearly on his or her anniversary date. Any salary adjustments resulting from that review take effect on the first of the next month.

Overtime—Based on job requirements as stated in the job description, employees are either “exempt” or “non-exempt” from federal and state labor laws. Non-exempt employees are entitled to overtime pay after working more than 8 hours in any day, or 40 hours in any week. Exempt employees are entitled to overtime compensation after working more than 10 hours in a day, or 50 hours in a week. Non-exempt employees will be compensated at 1.5 times their normal pay. Exempt employees may choose 1.5 compensatory hours, or pay at 1.5 times their normal pay.

Personal and vacation time—Personal and vacation time is awarded at the rate of 1 day for every month worked on the last calendar day of the month. (12 days yearly.) Up to 24 days may be accrued. Employees leaving the company will be compensated for any earned and unused time.

Sick time—In addition to 12 personal and vacation days, all employees earn 1 sick day every 4 months (3 yearly). *Sick days are not available to supplement personal and vacation days.* Up to 6 sick days may be accrued. Personal and vacation days may be combined with sick days when required to cover extended illnesses.

Holidays—The company observes the following 9 holidays: New Year’s Day, President’s Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas, plus 2 other floating holidays determined by the President at the beginning of each year.

–Salaries & Benefits–

Health insurance—We offer group medical and dental insurance through (name). 50% of premiums are paid by the company. Full details of coverage and terms are available from the Office Administrator, including the possibility of benefit continuation at group rates if you should leave the company.

Leaves of absence—We will hold an employee’s job, or a similar job, open for a period not to exceed six months for maternity leave, extended illnesses or unusual situations approved by the President. In these situations, health insurance will be provided until the end of the month in which the leave begins. Other benefits are not provided during leaves of absence.

Expenses—We reimburse employees for reasonable expenses incurred in the conduct of business, providing prior approval has been obtained from the Senior Designer or President.

Retirement plan—A 401(k) Plan administered by (name) is available for employees who wish to save for retirement in a tax-advantaged manner. Details of the plan are available from the Office Administrator.

Profit sharing bonuses—All individuals employed at year end are eligible for profit-sharing bonuses. Profits are defined as an excess of funds after all expenses have been funded. Profit sharing funds are distributed proportional to employee’s salaries, normally on the first payday in January. At the employee’s option, a bonus may be received as cash, or directly deposited in the employee’s 401(k) plan. We attempt to provide an indication of bonus probability by December 1st of each year.

—*Marketing Manager Job Description*—

The Marketing Manager is our company's primary source of new business. He or she works with the President to determine our marketing plan, then implements it.

Education: BA degree preferred.

Experience: 1-2 years selling creative services required, preferably for a graphic design company, printing firm, or advertising agency.

Important attributes: Understanding of graphic design, the creative process and print production. Pleasant personality. Optimistic. Determined. Helpful. Attentive to details. Easy to work with.

Primary responsibilities: Helps determine company marketing strategy. Contacts potential clients. Obtains appointments. Shows the company's portfolio. Estimates project costs with creative staff. Prepares and presents proposals to clients. Evaluates marketing plan efforts.

Secondary responsibilities: Keeps informed of the progress of jobs in production, and provides contact and service as necessary for good, continuing client relations.

Promotion path: Does not normally lead to other positions.

Salary grades: Commission basis—15% of creative billings and products and services markups. Draw equal to the monthly salary of a grade 6 employee.

Labor status: This is a sales position and is exempt from most federal and state labor laws.

Supervisory responsibilities: None

Reports to: President

–Senior Designer/Art Director Job Description –

A Senior Designer/Art Director occupies a high-level creative position in our company. He or she is expected to be able to take full creative, fiscal and production responsibility for any project.

Education: BA degree in graphic design preferred. Graduate work in graphic design or fine art helpful.

Experience: 6+ years working experience as an art director or graphic designer, and proficiency with QuarkXPress, Illustrator and Photoshop required. Proficiency with Dreamweaver and Flash helpful, as is supervisory responsibility.

Important attributes: Outstanding creativity. Ability to help clients define and solve the most complex communications problems. Strong business understanding and financial skills.

Primary responsibilities: Meets with clients. Defines project parameters. Estimates project costs with the Marketing Representative. Develops innovative ideas and concepts. Presents and helps “sell” work to clients. Supervises print production.

Secondary responsibilities: Selects and monitors outside vendors. Helps train Designers and Junior Designers. Evaluates and recommends new procedures and equipment.

Promotion path: Does not normally lead to other positions.

Salary grades: 6 & 7

Labor status: This is a professional position and is exempt from most federal and state labor laws.

Supervisory responsibilities: Designers and Junior Designer(s) as designated.

Reports to: President.

—*Designer Job Description*—

A Designer occupies the mid-level creative position in our company. He or she is expected to take full creative, fiscal, and production responsibility for most projects.

Education: BA degree in graphic design preferred.

Experience: Macintosh literacy, 3-5 years working experience as an art director or graphic designer, and proficiency with QuarkXPress, Illustrator, and Photoshop required. Proficiency with Dreamweaver and Flash helpful.

Important attributes: Strong creative ability. Ability to work productively with clients. Recognition of project creativity/profitability tradeoffs. Some business understanding and financial skills.

Primary responsibilities: Meets with clients. Defines project parameters. Estimates costs with the Senior Marketing Representative. Develops innovative ideas and concepts. Presents and helps “sell” work to clients. Supervises print production.

Secondary responsibilities: Selects and monitors outside vendors as appropriate. Helps train Junior Designers.

Promotion path: Eligibility for promotion to Senior Designer expected within 4 years. Possibility for promotion to Creative Director or Senior Marketing Representative.

Salary grades: 4 & 5

Labor status: This is a professional position and is exempt from most federal and state labor laws.

Supervisory responsibilities: Junior Designer(s) as designated.

Reports to: Senior Designer or President as designated.

—*Junior Designer Job Description*—

A Junior Designer occupies the entry-level creative position in our company. This position typically involves project research, idea generation and execution of concepts. He or she is also expected to take responsibility for some smaller projects under the direction of his or her supervisor.

Education: BA degree in graphic design preferred.

Experience: Macintosh literacy required. 1–2 years in agency or design studio and proficiency with QuarkXPress, Illustrator, Photoshop, Dreamweaver, and Flash helpful.

Important attributes: Promising creative ability. Attention to detail. Willingness to experiment, learn, and grow creatively. Ability to recognize and adapt to changing conditions, including redefining his or her responsibilities as appropriate.

Primary responsibilities: Develops and executes design concepts efficiently. Occasionally supervises print production.

Secondary responsibilities: Maintains and upgrades computers, software, and peripherals.

Promotion path: Eligibility for promotion to Designer expected within 4 years; for promotion to Senior Designer expected within 8 years, depending upon experience and performance.

Salary grades: 2 & 3

Labor status: This is a professional position and is exempt from most federal and state labor laws.

Supervisory responsibilities: None

Reports to: Designer, Senior Designer or President as is designated.

—*Production Assistant/Coordinator Job Description*—

A Production Assistant/Coordinator monitors production schedules and acts as a liaison between creative staff and outside vendors. Is the point of contact for all production-related questions, whether internal or external.

Education: Some college preferred.

Experience: None required, but previous production experience and creative talent helpful.

Important attributes: Ability to learn rapidly. Detailed. Organized. Tough. Must work well under pressure. Personable and easy to get along with.

Primary responsibilities: Monitors and updates schedules set by President or Senior Designer. Informs appropriate staff of upcoming events. Releases and tracks all materials provided to vendors and clients.

Secondary responsibilities: Monitors outside vendors and reports to President or Senior Designer on their performance. Evaluates and recommends new production procedures.

Promotion path: Promotion from Assistant to Coordinator (grade 4) expected within 4 years. Or possibility for lateral move to Junior Designer if creatively talented.

Salary grades: 2, 3 & 4

Labor status: This is a professional position and is exempt from most federal and state labor laws.

Supervisory responsibilities: None.

Reports to: Senior Designer or President as designated.

—Office Manager Job Description—

The Office Manager administers all office activities, and is the public face of our company. The execution of his or her responsibilities is highly visible and greatly affects the efficiency and productivity of our other employees. His or her personality and demeanor also has a major impact on our clients and vendors.

Education: Business training or some college preferred.

Experience: Word processing and typing skills required. Bookkeeping experience preferred. Previous experience in a similar type company helpful.

Important attributes: Organizational ability and attention to detail. Friendliness and personality. Good telephone manners. Flexibility in adapting to different individuals and changing conditions.

Primary responsibilities: All company clerical activities, including correspondence, filing and record keeping. Answers the telephone and relays messages. Greets visitors.

Secondary responsibilities: Occasional bookkeeping. Maintains appearance of reception area and conference room. Evaluates and recommends office procedures and equipment. Assists company staff as may be considered appropriate by supervisor.

Promotion path: Does not normally lead to other positions within the company.

Salary grades: 1 & 2

Labor status: The hours and working conditions for this position are subject to federal and state labor laws.

Supervisory responsibilities: None

Reports to: President