**Cosmos Street Branch of the Terrapin Insurance Corporation**

To: Valued Staff

From: Natalie Dean, Manager

Date: November 17, 2018

Subject: New company procedures

As we approach the end of 2018, I would like to personally thank each of you on your vital contributions to the Cosmos Street branch of the Terrapin Insurance Corporation. The Cosmos Street branch has seen immense improvements in 2018. As stated in the mission statement of Terrapin Insurance Corporation: we strive to provide the best services to our clients and continue to evolve as we strive for excellence. As the next year approaches, we want to elevate our company and uplift each of our valued staff members.

The immense improvements seen in 2018 has provided evidence that minor changes can have a drastically positive impact on our company. Beginning on January 1, 2019, we will wear professional attire Monday through Friday while in the office. Many members from corporate have found great success from the implementation of an everyday professional dress code in our fellow branches.

We value each of our customers, thus we need to take every step possible to provide an elite level of service, starting with the presentation of ourselves. We have found an increase in customer satisfaction on the days in which each staff member is in professional attire. We have also seen an increase in productivity when our staff is in professional attire.

To recognize each of your contributions to this company, each of you are invited to our end of the year celebration that will be held on December 31, 2018, in meeting room A. Lunch will be catered at this event for each staff member.

I want to thank each of you for your continuous dedication and ability to evolve. I know each of you strives for excellence, and I commend your corporation as we continue to implement new company procedures.

Yours truly,

Natalie Dean

Natalie Dean

Manager of Cosmos Street branch

Enclosure: Professional Attire Protocol

CC: John Smith, Executive Director