



## Ready, Set, Hike!

It's time to hit the field and rack up points against the competition. The Rehmann Group's *True Blue Blitz* is all about creating stronger business relationships and delivering business wisdom. As a part of our team, you have the opportunity to gain yards, help put points on the scoreboard and take us to victory by:

- Improving relationships with clients, prospects and referral sources
- Increasing the quantity and quality of communications
- Learning to capture contact information using the CRM system
- Focusing on new ways to grow the business

The *True Blue Blitz* begins October 1st. Get your team together with your playbooks in hand to bring (y)our brand to life and tackle the competition.

### How to Blitz

Your individual activities (we like to call these "plays" in our football game) with clients, prospects and referral sources will gain yardage to score points for your team. Rush the competition by developing stronger relationships with prospects, clients and referral sources.

### Take Home Your Winnings

Each member of the winning firm-wide team will be rewarded with a \$150 cash award and treated to a celebration luncheon with Steve Kelly in the squad members' office cities.

## Play the Game to Win!

Starting the game with a strong offensive strategy begins with having a set of plays that surprises the competition. Players individually earn yardage for their team by actively participating in the following ways:

### Communicating with Clients, Prospects and Referral Sources

Meeting with people face-to-face, talking on the phone or contacting individuals through written communication—it's all a part of building stronger relationships with people by showing you have a genuine interest in them and their business. Tools and resources in the *True Blue Brand Handbook* support your efforts to maintain relevant communication with prospects, clients and referral sources.

### Joining Our *True Blue Football League's* Professional and Charitable Organizations

A list of league-approved organizations that *True Blue Blitz* players can join is in your *True Blue Brand Handbook*. These organizations were selected for the networking value and new business development opportunities. Players are encouraged to actively participate in these organizations by becoming board and committee members, and by attending meetings and networking events. Of course, you can join organizations not included on the approved list. Organizations not listed should be confirmed through Toni Yurcsco, a *True Blue Blitz* official.

### Giving Public Speeches and Participating in Other Public Relations Activities

Players are encouraged to speak and write articles on topics in their area of specialty. To qualify, speeches can be given on any topic that relates to The Rehmann Group's areas of business. Interested individuals can contact the marketing department to be listed in a local speakers' bureau or to look for speaking opportunities.

Articles can be written for publication as well. Players must receive approval from the marketing department on the subject and content of the article before it will be published. (*Publication of the article will be the responsibility of Marketing Communications Services.*)

### Developing and Nurturing Professional Referral Sources

Referrals are our main source of new business. Players will be rewarded for asking for and following up on referral opportunities.

### Identifying Cross-Servicing and New Business Opportunities

Players will be rewarded for identifying cross-servicing opportunities from our client base and referring those opportunities to the partner or expert in that particular specialty. Generating new business opportunities also puts yardage and points on your team's scoreboard. (*Associates are encouraged to use the Associate Incentive Program to earn monetary rewards for these activities in addition to True Blue Blitz Rewards.*)

## Official Blitz Guidelines

1. Seven firm-wide teams have been assembled across all Rehmann Group offices and divisions. Associates (players) will be sub-divided into office-based squads of 6 to 10 players.
2. Squads from each office will work together to gain yardage toward their firm-wide team goal.
3. The *True Blue Blitz Playbook* lists relationship management activities in which a player can participate. The playbook identifies the number of yards gained for each activity.
4. Players can also complete other activities outside of the playbook (approved by the officials) to gain yards. These secret plays must be approved by officials before being entered into the CRM system.
5. The season will run from October 1, 2003 – January 16, 2004. At that time, the teams will be ranked by total points gained and yardage achieved. Every 100 yards gained will equal seven points on the scoreboard. Yardage not applied to the scoreboard at the end of the game will be used as tiebreaker yardage.
6. Squads are encouraged to have meetings to discuss their standings, strategy and new plays they want to incorporate into the game.
7. It is the responsibility of each player to enter his/her activities in the CRM system. Individual activities should be updated in the CRM system by Thursday of each week to have yardage converted to points and added to the scoreboard by each Monday morning.
8. Officials will review plays (activities) added to the system to confirm the yardage. Penalties will be given when players fail to exhibit unwavering integrity by not following league rules. After weekly review of the activities entered, yards will be totaled and awarded by our head game official—Casey Priest. The scoreboard can be viewed by accessing <http://blitz.rehmann.com>. Go here for team progress, contest rules or to submit a challenge (disagreement with another squad's plays or an official's call). All challenges must be submitted before the end of play, January 14.
9. Each team will have a head coach. Each squad will have an assistant coach (one of our 50 True Blue graduates) to coordinate squad efforts, keep spirits high and help anyone who needs encouragement or guidance getting started with new relationship management plays. Coaches will provide feedback to their players regarding their

participation. It is the coach's responsibility to ensure that each player completes his or her scorecard. To qualify for the firm-wide team prize, each player must run the ball for a minimum of yards based upon his or her level within the firm.

10. Quarterback Sneak: Officials will award special rushing yardage when squad members are captured living the brand and values. Special passing yardage will be used to award players who show exceptional team play.

Levels 1-2	35 yards	Level 4	80 yards
Level 3	50 yards	Level 5	100 yards

### The Rehmann Group Incentive Programs Apply

The *True Blue Blitz* incorporates The Rehmann Group's current *Associate Incentive Program* as well as the *BWD Principal Referral Program*. Any player who refers a new opportunity or brings a new client to the firm is eligible to receive our regular financial incentives.

### Referring an Opportunity to The Rehmann Group

*(Associate Incentive Program)*

A referral is created when an associate **identifies** an opportunity with a prospect or client who **qualifies** for a Rehmann Group service. Rewards are paid upon the completion of a successful initial contact or meeting.

There are two referral reward systems you could be eligible for: 1) when you refer an initial opportunity, and 2) when the initial opportunity results in a sale. To be rewarded and compensated, you must fill out a [Referral of New Opportunity Form](#) and submit it to your program administrator.

### Proposing and Selling a New Service to a Prospect or Client

*(Associate Incentive Program)*

A sales incentive is created when an eligible associate independently sells or is part of a team that sells a Rehmann Group service (see guidelines for service qualifications). A sales incentive does not have to be prompted by a referral. When the service is sold, a [Sales Incentive Form](#) must be filled out and submitted to your program administrator for tracking.

Sales incentive rewards are paid on realization rates with the eligible sales team or individual earning up to a maximum of 15% on one year's billings.

*(Principals and professional sales staff do not qualify for the Associate Incentive Program.)*

For a detailed description of the *Associate Incentive Program's* referral and sales guidelines, or to access forms, please consult the Knowledge Center: *Category; Marketing Programs; Associate Incentive Program*.

Each office has an administrator of the program. To qualify for referral rewards and sales incentives, complete the necessary forms and return to:

*Cheboygan:* Char Swiderek

*Jackson:* Lisa Newland

*Midland:* Jennifer Trevillian

*Saginaw:* Bev Stinson

*Troy:* Rose Auger

*Grand Rapids:* Mary Baker

*Lansing:* Cindy Stevens

*Muskegon:* Rose Dobb

*Traverse City:* Pat Lamb

	The Blue Wave	Blue Moon	The Blue Crush	True Blue Bulldogs	Blue Bombers	Blue Angels	Blue Streak
<b>Saginaw</b>	Bolger McAnelly Bukhari Krupp Smith, Tom Cook Gwizdala Klaczkiwicz Divine Andrews	Desloover Gerding McMall Neumann Rose Rees Schoeder Bastidas Anderson	Kelly Boland Hoffman Payne, Joan Parker Nachtman Coombe Breidinger Jackson, Jenny Couture	Robbins Rehmann Nesbit Aplin Redmond Allen Arndt Goschke Niederstadt Clapp	<b>Coach Rupp</b> Kwaiser Smith, Jay Renas Ziesmer Reiber Bierman Crandell Finch Frost	Wallace Clayton Fields Resio Loucks Marcola Gotts Billmeier Dusenbury Trice	Bebow <b>Coach Carpp</b> Mehl Stephen Girard Carruthers Farmer Bailey, Scott Stellow Schwab
<b>Grand Rapids</b>	Burke Kingma Linak Rick Miscisin Baker Moore, Elaine	<b>Coach Dupke</b> Vredeveld Venus Maly Shuker Koth	Holmes Haefner Bean Noyes Trudell Wilcox	Lynn Rosendall VanderKlok Kurtz Gatza Becker DeLong, Tom	Skukalek Schafer, Jim Verlin Hoebeke Liszewski Deines Walworth	Armstrong Zavadi Knipping Hager Ponstine Schoffner Doctor	Bascom Mallanik Bouman Osterhart Nienhuis Andringa Herrera
<b>Lansing</b>		Tuttle, Gray Harder Tuttle, Vicki DeLong, Dan Korroch Orlova Smith, Tra	<b>Coach McCune</b> Steckley Talbot-Shebucki Woodward Morris Gordon		Borucki Szkotnicki Heinze Emmendorfer Looney Stevens Ustishen Centellas	Laing Walls Boilore Nurenberg Albert Casby Teachout Hooper	Wojtaszek Schaard Kurzynowski Matteson Orewiler Zuckerman Rzepecki Clacko
<b>Jackson</b>	<b>Coach Curtis</b> Mahon Curtis-Ashley Sprick Hoffecker Anderson Purwasumitra Collins Nelson, Nancy Balcom	Fleming Fisher McIntosh Richmond Goyette Chapman Smith, Amy Hughes Bryer	Grajewski Blann Nottley Fowler Page Connell Thomas Nelson, Bunny Weatherwax	Kettner Lusebrink Westrate Barber Newland Hillier Wright Burkey O'Donoghue			
<b>Troy</b>					Fallucca Wernette Pukoff Norman Baker Smith, Gladys Cox Berlin	<b>Coach Guarini</b> Foley Hester Mudford Grigsby Day Galbreath Kroll-Auger	Holtman Jackson, Robert Darling Krause Crivella Ososki Payne, Carolyn Winiemko Patel
<b>Muskegon</b>	Flickema, Dick Robinson Dobb Shanafelt Potts Gautraud Biesiada	Flickema, Scott Greiner Witham Riggs Pascavis Andersen Courter	Franks Brown Wierema Rathbun Knispel Ingalls Delia				
<b>Cheboygan</b>				Konicki Schafer, Chuck <b>Coach Eustice</b> Kortz Compton Hadley Hulderman Deeter Borgerding Swiderek			
<b>Traverse City</b>					Lane Rudolph Bannon Roper-Forrester Myers Wesolek Brown Centilli Rutter Kuehlhorn	Doud Postma Peacock Baumann Mrozinski Stone Smith, Mark Crouteau Dow Lamb	
<b>Midland</b>	Bush Gandy, Pam Hert Morehouse Heiple Cowles Trevillian Barnard Gandy, Rene						
<b>KB&amp;A</b>		Kerby Ridler Bush Stayer Schultz McDonald Schaffner Pratt Klover	Ruppel Puddy Shinsky Vasold Murphy Bronoel Posada Miceli				
<b>Receivables</b>				Fields, Jim Roth Lawrence Thrash McKissack Taylor LaFrance Elbers	Geise Polzin Fields, Jessica Kelly Ramirez Monaghan Smith, Michelle Davidson Andrews Bondy		

Officials	
Reno	Perry
Bell, Mimi	Margulies
Schulz	Meehan
Stinson	Campbell
Yurcso	Bell, Craig
Head Game Official	
Priest	



## How to Access the Scoreboard

The scoreboard can be viewed by accessing <http://blitz.rehmann.com>.  
Go here for team progress, contest rules or to submit a challenge (disagreement with another squad's plays or an official's call).

  
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*Business wisdom delivered.*

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