



May 23, 2016

Hello Consumers,

We all understand how important a role our attendant care workers play in providing the care and services needed for you to live independently in your own home. If you have recently had to hire or are in the process of hiring a new worker, you probably know how difficult that task is in this booming economy. That being said, retention of good attendant care workers should be a primary focus.

Study after study has shown that appreciation is a key factor when it comes to employee satisfaction – if we can let our employees know that we truly appreciate all their hard work and efforts, if we can let them know that they do make a difference, then they will feel that appreciation. Employees who feel appreciated by their bosses are usually happier in their work and are much more motivated to do a better job.

We'd like to help you show your workers that special kind of appreciation and so we have created the **SHINE (Spreading Happiness INspires Everyone) Initiative!**

The purpose of the “**SHINE**” Initiative is to make it easy for you to offer random ways **to thank your attendant care workers** – from hand lotion, to a \$1 scratch ticket, from a free pen (hey, everyone needs a pen!), to a GSIL trinket or even a favorite candy bar (mmmmm....) and every “SHINE” gift will be accompanied by a hand written, personalized thank you note to the worker. Sounds like a fun way to say thanks to the great workers you have, doesn't it? We think so!

The “SHINE” Initiative will begin in June 2016 and rotate throughout October 2016 (to be able to reach as many as possible), and your coordinator will provide you with the information, the gifts and the thank you cards, so that you can **SHINE ~ Spreading Happiness INspires Everyone** on your great attendant care workers!

Thank you and we look forward to having a great time with this initiative!

Sincerely,