SHARE:

Join Our Email List

BLOX DIGITAL

# INSIDER

*December 2023 | Employee Newsletter | Issue 52*

## What was a big win this year?



"As a company I'd say **our biggest accomplishment is the launching of the Torstar sites.**"
-Brad Ward, CEO




---

**"The evolution of our Business Development team** was a big achievement for us last year. This strategic move has dramatically enhanced our lead generation and qualification process, delivering faster and more predictable results. A huge shout out to our team for embracing this new approach to scaling revenue." -Tony Bangert, CRO



---



"We finished out 2023 by charting the course of our next generation product Cosmos, and by coming together as a team after launching TorStar. Further, **we increased revenue opportunities** by launching Mobile NX; Wallet, Smart Cropping and rebooting Email Reach. More great things to come out of the Product team in 2024!"
- Meagan Danielsen, Sr. Director of Product

---



"Our biggest accomplishment in 2023? Without a doubt, it's our **successful rebrand from TownNews to BLOX Digital.** It's a change that reflects our evolution, and I couldn't be prouder of how our team rose to the challenge and executed it flawlessly."
- Aaron Gillette, Director of Marketing



---



"Customer Support is the front lines and when BLOX Digital makes changes, and our customers have questions, they come to us first. **Navigating through those changes** ourselves and then understanding them enough to answer questions for our customers is impressive!"
- Becky Castaneda, Customer Support Manager

---

"**Oh, it's Torstar! July 19, the BLOX Digital team launched the BLOX CMS site for thestar.com.** This launch was the culmination of thousands of hours of custom development that not only met Torstar's needs, but also created features that will be useful for our other clients. This also represents major strides towards our goals of international expansion."
- Betsy Green, Onboarding Manager



---



"**Launching Wallet (Premium CC Management).** It is a HUGE upgrade to our payment infrastructure. Not only are we in a better position to compete with some of the bigger players in the space, but we have a real chance of disrupting competitors."
- Bridget Sibthorp-Moecker, Director of Audience

---



Click here to watch a slide show of photos from the 2023 in-person Year End party.

**Many thanks to Marc Wilson and Bob Keenan for their generosity, and to organizers Eva Johnston and Chris Graham.**

---

# From the Culture Committee

The purpose of the Culture Committee is to **foster a dynamic, inclusive, and empowering work environment.** We strive to:

- **Cultivate** a strong sense of community
- **Create** a workplace that inspires
- And **champion** a cohesive and forward-thinking organization.

To do that, the Culture Committee needs you! Share your insight and perspective on how we can make BLOX Digital the best place to work by attending the next meeting.

**Join the byte-sized slack channels.** Brought to you by the Culture Committee, these "break rooms" are a great way to casually connect with our coworkers. Choose from #byte-sized-**art**, #byte-sized-**gaming**, #byte-sized-**movies**, #byte-sized-**music**, #byte-sized-**pets**, or #byte-sized-**tv**. And recently added #byte-sized-**books** and #byte-sized-**cooking.**

**Next Culture Committee meeting:** Wednesday, January 24th @ 11:00 AM CT.

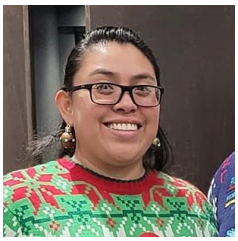
## From the Women of BLOX Digital




At the December meeting, Reagan Conley (CS) led an informative discussion about setting achievable quarterly goals. Attendees also shared goals they have for next year and goals achieved in the past.

**Next WoBD meeting:** Thursday, January 11th @ 3:00 PM CT.

## From the Events Committee



As the year comes to an end, Eva Johnston (CS) helps us take a look at all the different events and contests the committee has hosted.

Made up of representatives from several departments, the committee meets once a month to discuss **new and fun ways to bring us together,** especially with a growing remote workplace.

One of our most popular events is Bingo, which happens about three times a year. The **#bingo-and-games slack channel** is always full of friendly competition and lots of gifs. Eva Johnston (CS) does her best to disappoint a good number of us by not drawing the square we need. In September, bingo was a Hispanic Heritage theme where we learned so many interesting facts about Latin countries.

In April, Doug Green (training) led us in a **custom emoji game** where you try to guess the phrase the emojis are showing. And boy, did he come up with some phrases!

In June, we had **Volunteer month**, where we had several coworkers helped out at events. Coworkers also helped give out food when the building collapse happened in downtown Davenport.

In September, the **Back to School Senior photo contest**, led by Cherry Wolf (marketing), was a hit! We had over 43 submissions and Class of 1990's won with the most submissions.

We also run smaller contests throughout the year including a Pumpkin Spice Contest, Summer Drink Contest, and our Ugly Sweater Contest.

**2024 brings new events as well!** January will be doing our first ever Trivia (via Zoom.) The theme will be BLOX Digital Fun Facts! Followed by our first Bingo Round for 2024 in February focusing on Black History month.

The Events Committee welcomes anyone who wants to join, just have to bring lots of imagination. **We are always looking for new and fun ideas to do and bring everyone closer together.** If you want to share some ideas without fully joining, reach out to us as well! **Next Events meeting:** Tuesday, January 9th @ 11:00 AM CT.

# Upcoming birthdays & anniversaries



## Upcoming birthdays

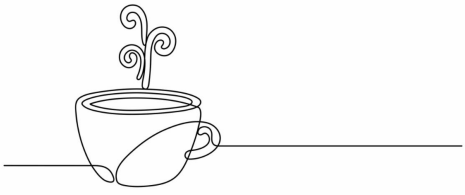
Dec. 21st: Dustin Ward
Dec. 23rd: Tony Bangert
Dec. 27th: Doris Steineman
Dec. 29th: Kathy Wager
Dec. 29th: Melissa Hilton

Jan. 5th: Jessica Moore
Jan. 11th: Laura Rauch, Bill Walker
Jan. 16th: Jim McKee
Jan. 24th: Matthew Frazer
Jan. 27th: Doug Green
Jan. 28th: Kate Gallagher
Jan. 31st: Patrick O'lone

## January anniversaries



**20 yrs: Brian Loudon *(pictured)***
17 yrs: Cory Ricketts
16 yrs: Laurie Verkruysse
12 yrs: Bill Cline
10 yrs: Tyson Coussens
5 yrs: Dani Ellis
1 yr: Amanda Holt



**Notice a missing birthday or anniversary? **Email us** with corrections.*

# Miscellaneous & reminders

> **Kris Kringle** made a special appearance at the Decembe[illegible] Town Hall. Shout out to Drew Dierker (development) for being Santa in disguise.




> Reminder: Here is the **office closure and holiday observance schedule** for the upcoming season. Wishing everyone a happy and safe holiday season!

**Christmas and New Year's:**
*(Christmas Eve and New Year's Eve fall on Sunday this year.)*

- Monday, December 25 – Christmas Day
- Tuesday, December 26 – Day after Christmas (Christmas Eve observed)
- Monday, January 1 – New Year's Day
- Tuesday, January 2 – Day after New Year's Day (New Year's Eve observed)

> The most recent **BLOX Digital Town Hall** was held December 8th. You can access the recording link **here**, passcode: Y+q408XH

> Remember to **update your LinkedIn profile**, **follow us**, and invite your connections.

> For those of you following along, here's a photo of **Matt, Eva and Becky** for your collection.



> For any **HR questions,** contact **Brandon Stevens**.

> An **Organizational Chart** for BLOX Digital can be found by clicking on People in **Dayforce**.

> **Weekly Office Communicator:** This email sent on Mondays lists who is out of the office and the reason (vacation, business travel etc). Please let **Chris Graham** know what days you plan to be out and who people can contact in your absence.

> Find **previous issues of the BLOX Digital Insider** on **Confluence**.

> **Have an idea** for what you would like to see in the Insider newsletter? **Let us know!**

> New series coming in 2024: **"A day in the life."** This new section of the Insider will take us through a typical day for a different department each month. Interested in contributing? Reach out to **Cherry Wolf** (marketing).

**Follow BLOX Digital on social media:**

Unsubscribe marketing@bloxdigital.com
Update Profile | Constant Contact Data Notice
Sent by marketing@bloxdigital.com