

Much like its popular television show namesake, *Extreme Makeover – Home Edition*, The Fund is embarking on a major technology transformation with our computerized title plant as we focus on the Intelligent Title Plant (ITP) initiative. To share the ITP vision across the company, and help employees gain a better understanding of what this transformation will entail, it was only fitting that the theme for this year's CSE Day was *Extreme Makeover - Title Plant Edition*. Once again, Information Services (IS) was tasked with leading the festivities, and we met the challenge, showcasing our creative talents to launch The Fund's new era.



Led by Jay Amburgey and Joe Para, the CSE core planning team included several committees: CONTEST - Molly Mahoney, FOOD - John Simmons, ACTIVITIES - Robin Fogelman, DECORATIONS - Shonnie Torres, and COMMUNICATIONS - Lorraine Marrero, along with more than 60 volunteers from across Headquarters. Meticulous planning ensured all the day's activities were carefully synchronized, beginning with the morning check-in that included breakfast, welcome packet, team assignment, and itinerary for the day. Each welcome packet included a yellow hard hat and tool kit, all adhering to the Extreme Makeover motif.

The activities, all held on Headquarters' second floor, also championed the Extreme Makeover theme, as Fund employees were assigned to one of four teams: Demolition, Design, Construction, and Finishing. The decorations on the third, fourth, and fifth floors of Headquarters represented The Fund's future, past, and present, respectively. A fourth-floor contest included a walk down memory lane, as employees tried to deduce the identities of long-term Fund employees from 20 years past.



The games included *The Wrecking Ball* – to knock out bad customer service and replace it with Customer Service Excellence, *Building on CSE* – to build a strong foundation for CSE, *Concentrating on CSE* – incorporating the CSE Survey Results in a game of Concentration, and *Hole in One* - a miniature golf game set against a backdrop of a golf mural depicting EMT members.



During a catered bar-be-cue luncheon, employees were treated to an entertaining documentary about ITP titled *The Big Reveal*, hosted by Jay Amburgey, directed by Lance Douglas and Jamie Bishop, and starring all of our Executive Management Team. The documentary included an Academy Award performance by John Coble, who not only satisfied customers by using ITP technology with ease, but personified The Fund's transformation by shedding his suit for a leather jacket, and riding his motorcycle off into a bright new future.

The grand finale was a performance by the Fund's own "Unfunded" band. Fronted by crooners/guitarists Ken Fitzgerald and Joey Bishop, with diva Paula York, the band also included the talents of guitarist Robbie Robinson, drummer Chris Bishop, and keyboardist Lou De Rosa. Afterward, Jeannie Calabrese and Chuck Kovalski presented closing remarks and announced the days' contest winners, (including the winners of the trivia contest "Did you know?" from communication flyers that were distributed regularly prior to CSE Day).



Chuck pronounced the day a success, allowing that it was a “tough CSE Day to beat.” For not only was it a day to remember, but also one that will be hard to transcend. (Five Stars \* \* \* \* \*)

*(For a more complete overview of this years' CSE Day, including photographs from the branches and data centers, visit the CSE website at <http://intranet.thefund.com/> and click the **CSE Day Information** link in the **News and Announcements** section.)*