



► Cook Winston Salem (CWS) employees and family members attended a food distribution event with Second Harvest Foodbank of Northwest North Carolina. Food was distributed to local community members in need. Pictured are Levi (left) and his mother Susan Younts (right) with Renee Stewart (center).

"Let me help."

Employees step up to help the Winston-Salem area through the Community Engagement Team

Like all good leaders, Tamisha Clark knows her limitations. The vice president of Operations and general manager of Cook Winston-Salem (CWS), Tamisha makes no bones about one skill she could definitely improve.

"First of all, I'm really bad at tying ties," she said, with a laugh.

She was made painfully aware of that gap in her skillset while volunteering at a Crosby Scholars' event earlier this year. According to their website, Crosby Scholars, which is affiliated with Goodwill, helps middle school and high school students "prepare academically, personally, and financially for college admission and other post-secondary opportunities best suited to each student's goals, abilities, and needs."

The event Tamisha attended was geared toward middle school and high school aged African-American males. Participants were taught and practiced interviewing skills, how to develop an "elevator speech" (a short summation of themselves and their goals), and, lastly, how to tie a tie. At the completion of the night, every student in attendance was then given a tie.

Tamisha was impressed by what she saw from the students.

"I left so encouraged," she explained. "This was an evening event, so these guys were taking their own time to actually come out and learn how to navigate corporate America. And we not only had kids there, but we also had a few parents who were there. Just seeing the intelligence that was in the room was really, really encouraging."

"I think a lot of kids have such a bright future, it's just providing that opportunity—some of those opportunities—that they may or may not have had otherwise."

At this point, you might be wondering how it is that Tamisha ended up volunteering at this Crosby Scholars' event?

That organization is one of several in the Winston-Salem, North Carolina area that CWS's newly-formed Community Engagement Team decided to partner with.

A lot of "good fits"

CWS's Community Engagement team came into existence at the end of 2021. **Scott Sewell** serves as the team's executive sponsor and **Chris Preston** serves as the team's project leader.

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"I think a lot of kids have such a bright future, it's just providing that opportunity—some of those opportunities—that they may or may not have had otherwise."

— Tamisha Clark, vice president of Operations and general manager at CWS

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• **Jon Hancuff** (Jon.Hancuff@CookMedical.com) is the manager of Global Content and Channel Strategy for Corporate Marketing & Communications.

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According to Tamisha, the team's roots can be traced back to work done by the Equity Task Force (ETF) (now called Diversity, Equity, & Inclusion—DEI, for short) which was started at Cook in 2020 after the international uproar following the murder of a Black man, **George Floyd**, by a Minneapolis police officer.

"With the ETF, there were three primary targets—youth development, social enterprise, and community health—that we had asked all entities to start to focus on," she said. "We basically translated that over to Winston-Salem."

Not that CWS was a stranger to community involvement. For many years, those efforts were being driven primarily by Scott. But with the creation of a dedicated community engagement team at their facility, the hope was to have an even bigger impact through a more directed effort by the organization and by drawing more employees into the pool of volunteers.

"Just having a more diverse and focused team on it, I think has made

a difference on the impact that we have been able to make on our community," Tamisha said.

A period of research preceded the creation of the team. Tamisha, Scott, and others from CWS met with people and organizations from throughout the Winston-Salem area. The goal was to find the issues and partners that aligned with the areas of focus identified by CWS and which would allow the company to do the greatest good they could with the resources they have at their disposal.

"From that work, there was a list of potential areas in which we could get involved and we passed that list over to the groups that are in place now," Tamisha said. "They've basically run with that and even expanded it in some cases."

That list includes several groups and causes with which CWS had long-standing relationships, as well as many new ones.

"There were a lot of 'good fits' that we found that we hadn't really recognized before, which was really, really nice to see," Tamisha said.

"Let me help"

Less than a year into its existence, Tamisha couldn't be happier with the work the Community Engagement Team has done and the way the employees at CWS have stepped up to make a difference in the Winston-Salem area.

"I've been really excited by how many people have just been genuinely passionate about what we have been doing here," she said. "We really haven't had an issue with finding people to raise their hands and say, 'Hey, I'm here, let me help.'"



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– Tamisha Clark



- ▲ Some members of the Youth Development team getting ready to deliver the books collected from the holiday giving drive to Old Town Elementary School. Pictured from left: **Lauren Kingston, Joe Rose, Kashu Smith, Ronda Fleming, Chris Preston, and Michele Dickenson.**
- ▶ Pictured right is one of four book deliveries that CWS donated through Scholastic to Old Town Elementary School. These were given out first to the kids in the tutoring program and then to the rest of the school. CWS gave enough books throughout the year that every kid in the school at reading level should have received at least one book (550+ books for the whole year).



Making the most impact

Scott Sewell on the work CWS is doing to improve the lives of people in their community

Long before the creation of the Community Collaborations team in 2021, Cook Winston-Salem (CWS) and its employees have been helping those in need in their area.

In his 35 years at CWS, **Scott Sewell**, vice president of External Affairs and executive sponsor of Community Collaborations, has seen, participated in, and initiated many of the company's "giving back" efforts.

Scott has served on a variety of state and local boards, which has given him insight into the most pressing issues in Winston-Salem and throughout North Carolina, as well as the programs and organizations working to address those issues.

Armed with this information, Scott is able to help determine where Cook's participation could make the most impact.

Several factors are taken into account before CWS partners with an organization. Among these are that the organizations have to be a not-for-profit, they have to have a sustainable business model, their work needs to help people in the community, and their mission has to align with Cook's Mission.

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"Where can Cook partner—by providing funding, and in some cases, people—to make a difference?" Scott said.

That has led to a wide variety of endeavors, ranging from participation in science, technology, engineering, and mathematics (STEM) events, to sponsoring 5Ks, to funding the creation of a bookmobile/ice cream truck, to volunteering at food banks, to working to draw new businesses to North Carolina—and countless other efforts.

The creation of Community Collaborations will allow CWS to not only continue to support that work, but actually expand upon their ability to have a positive impact on the place they call home.

"In the past, I think our deficiency was that we didn't have a lot of people involved," Scott said. "Under the umbrella of Community Collaborations, we have been able to get more employees out into the community. It's been really positive."

A passion for helping children

In a career that has been centered around giving back, Scott is passionate about many issues, but none more so than the well-being of children.

As such, he has been heavily involved in both youth reading programs and with organizations that assist children facing food insecurity.

"All of the data out there says if you are in third grade and you're not at a third grade reading level, your chances for success in life are very low," Scott said. "I have a unique perspective. I am 64 years old and I have an 11-year-old son. My son is very fortunate because we did read to him growing up. He had the luxury of us buying books for him, of bringing reading into the household and making sure that when he got to third grade, he was at or above that reading level."

To assist those kids who are struggling to hit that third-grade milestone—CWS and Scott,

personally—have partnered with Project Impact and Sweet Reads Bookmobile.

Project Impact is done in conjunction with the local school system. Volunteers will visit schools to tutor and to read with kids in kindergarten through third grade.

Sweet Reads is the bookmobile and ice cream truck used by the Winston-Salem Police Foundation. CWS provided some of the funding for this truck and helped with the design. It travels to different sites around the community—the Boys and Girls Club, churches, parks—where volunteers will read to the kids. Afterward, the kids receive ice cream and they get to pick out a free book.

"Learning that there are a lot of kids out there who have not had that same experience your own child has had—you just get so impassioned about it," Scott said. "You just know that if these kids are ever going to change their destiny, they have to know how to read."



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— Scott Sewell, vice president of External Affairs and executive sponsor of Community Collaborations

CWS is also working with long-time partner Second Harvest Food Bank to help reduce food insecurity for kids. Second Harvest does a backpack program that sends kids in need home from school on Fridays with a backpack full of food to get them through the weekend.

"It's just heartbreaking for me to know that a child who leaves school on a Friday maybe doesn't have food over the weekend," Scott said. "In today's world, in today's America, how can that be? It's just horrible."

People like getting involved

If there is any sort of misconception about CWS in Winston-Salem, it's about the size of the company.

"I think people in the past have perceived us as being much larger than we are," Scott said. "Because we are so active in the community, people felt like we were a much bigger organization."

As stated earlier, the goal with Community Collaborations is for CWS to become even more active.

So far, they are trending in that direction, but Scott knows their potential is just beginning to be tapped.

"I think the challenge is, how can we get more employees involved?" Scott said.

To that end, Community Collaborations is looking for more evening and weekend opportunities for volunteering.

"Our hope is that, with Community Collaborations, we will continue to get more focused and try to really find out what the true needs of the community are, and have our workforce help to improve lives of people in our community," Scott said.

"So far I think the results have been really positive. Our people like getting involved."

"Our hope is that, with Community Collaborations, we will continue to get more focused and try to really find out what the true needs of the community are, and have our workforce help to improve lives of people in our community."

– Scott Sewell



► The Sweet Reads Bookmobile. CWS provided some of the funding for this truck and helped with the design.

An eternal optimist

Chris Preston takes the reins as project leader for the CWS Community Engagement Team

Well into our interview, Chris Preston made an admission that, after 30 minutes of talking with him, came as no surprise.

"I'm an eternal optimist," said Chris, who works in Continuous Improvement (CI) at Cook Winston-Salem (CWS). "It's a gift and a curse."

That optimism serves him well not only in his CI role, with its focus on decreasing waste and maximizing efficiency, but also in his "other" job as project leader for Community Collaborations at CWS. The team, which was started last year, has

drawn employees from throughout the facility to take part in local volunteer activities that focus on three areas: social enterprise, community health, and youth development.

Chris's philosophy is simple: do the best you can with the resources available, spread the word about what you have done, and then do an even better job the next time out.

"It's important that you take what you have and treat it as a positive," he explained. "We wanted 30 volunteers to start with and we only got 18. Do we say we failed by 12 or

do we say we did the best we could with 18? When those 18 talk about their experience, maybe we get 10 more volunteers the next time and that's 28. Then after that—we have blown it out of the water by the third go-round.

"But the important thing is to stop focusing so much on what the numbers say and just get out there and do it."

Learning by example

A native of Detroit, who has lived in the Winston-Salem area for 16 years, Chris joined Cook in 2018. While he doesn't miss the weather of his Michigan homeland, there are elements of his upbringing that have stayed with him on his southern sojourn.

"I grew up and was taught—and I saw first-hand—when you have something, give something back," Chris said. "Your greatest gift will be what you can turn around and give versus what you have and what you're known for."

This is a lesson that Chris learned by example from his parents, who were active volunteers at their church, his school, and in other organizations. Additionally, until he grew weary of



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— Chris Preston, a manufacturing engineer 2 for CI at CWS

camping, Chris spent several years as a Boy Scout. So, giving back to your community wasn't seen as something exceptional, it was just part of his family's DNA.

"When I see an opportunity to give back—when it's in your system already—I kind of have to do it," he explained.

With an English teacher and an engineer as parents, Chris grew up in an environment in which education was emphasized. Recognizing that not all kids have had that advantage was one of the driving forces behind his decision to sign up for Community Collaboration's Youth Development group. Soon after joining, he was tagged to lead the group. And then, late last year, when the original project leader for Community Collaborations left Cook, Chris was asked to fill that role.

Being strategic

Since taking the reins, Chris has been committed to ensuring three things: aligning the team's work with Cook's overall vision for community engagement, getting as many employees involved as possible, and maximizing the positive impact

Cook has on the Winston-Salem community.

Regular check-ins with **Tamisha Clark**, vice president of Operations and general manager at CWS, and **Scott Sewell**, vice president of External Affairs at CWS and the team's executive sponsor, give Chris high-level insight into what Cook's priorities are for Community Engagement. The team can then look for opportunities in and around Winston-Salem that mesh with Cook's aspirations.

As for recruiting and retaining Community Engagement Team members, one of the primary keys has been to offer a wide variety of volunteer opportunities—from something as simple as donating canned goods or school supplies at the CWS facility to spending several hours a month offsite as a student mentor or working in a community garden—and everything in between. They also look for evening and weekend volunteer opportunities for those who don't have the flexibility in their jobs to volunteer during the workday.

The result is that people who want to make a difference have many options for doing so. And, with this

broader pool of volunteers, if a person doesn't have the bandwidth between home and work life to help out with an effort, there is likely someone else at CWS who can fill that gap.

"None of these things are part of our daily responsibilities; we are not getting paid for any of this—we are making it a priority," Chris said. "But everybody can't make it to everything. So, if we get more people who are willing to put forth a little bit of effort, a little bit of time, when they see fit, we can equally disperse that and balance that out, versus everybody feeling like they have to be on every single thing every time."

Which ties right in with the team's desire to maximize Cook's impact in Winston-Salem. While they are always looking to expand and explore potential partnerships with organizations in the area working to better their community, they won't jump into those sorts of relationships unless it makes sense to do so.

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For your information

Follow the below links to read more about the charities mentioned in this series.

► **Project Impact**

www.project-impact.org

► **Sweet Reads Bookmobile**

wspolicefoundation.org/tag/operation-sweet-reads/

► **Second Harvest Food Bank**

www.secondharvestnwc.org

► **Crosby Scholars**

www.crosbyscholars.org

► **National Academy Foundation**

naf.org/about

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"If there is a hiring event, but we are not hiring—does that mean that we should still go?" Chris said. "Or are we just wanting to make sure our name is there? We really have to ask those questions, because there's really been a couple of events where I thought, 'This is going to be awesome.' But then once I have a second to think about it or once we bring it to Tamisha, it's like, 'Is this worth us putting out a huge call for volunteers to disrupt their busy schedules and come out here just for us to be out there? Or should we wait until next month when we know that another organization is having an event that directly falls in line with what we want to do?'"

Not surprisingly, another crucial element to optimizing the effectiveness of their efforts is careful planning. Knowing that certain groups, schools for instance, will be looking for assistance at back-to-school time or as finals or standardized testing are looming—while other organizations will be looking for help around the holidays—helps determine the wisest use of resources.

"It's key to get as detailed a calendar as you can, and then give it to your teams and see how many people we can have volunteer to get things done," Chris said. "There's always something that will sneak up on you, but at least you can prepare to be in the right place at the right time."

Ideally, though, very few things will "sneak up" on the team. They are constantly looking for new opportunities for bettering Winston-Salem. This includes expanding current partnerships, building new ones, and re-assessing old ones that have fallen by the wayside over the years.

"What we don't want to do is get complacent—where it doesn't feel like work anymore," Chris said. "You want it to still be a challenge, you want it to still be rewarding. You want to have that feeling of helping out. We want to make sure we are putting things in place, where we are making a difference—because that is an unbelievable feeling that you can't describe. It's that high you chase again. It's why you come help."

"What we don't want to do is get complacent—where it doesn't feel like work anymore," Chris said. "You want it to still be a challenge, you want it to still be rewarding. You want to have that feeling of helping out. "

– Chris Preston



Work at Winston-Salem and want to get involved?

Contact **Chris Preston** by email at [**Christopher.F.Preston@cookmedical.com**](mailto:Christopher.F.Preston@cookmedical.com).

Work at a different facility and want to find out about local CSR initiatives in your region?

Contact **Erin Kunkel**, CSR manager, by email at [**Erin.Kunkel@CookMedical.com**](mailto:Erin.Kunkel@CookMedical.com).

Community health

According to Chris the Community Health branch of Cook Winston-Salem (CWS)'s Community Engagement Team, has one primary focus.

"Community Health is helping to feed people," he said. "Feeding those who are experiencing homelessness, helping food banks, working with farms that provide children with healthy foods and vegetables."

To address this need, employees at CWS have undertaken a wide variety of initiatives. They do monthly "giving days" at their facility, where employees can add a dollar to their meal cost in the company cafeteria and that extra money will go to local organizations like the Second Harvest Food Bank. A donation pantry is also in place onsite for the collection of canned and other dry goods that will also go to food banks. Additionally, employees lend a hand at community gardens and drive-through giveaways that take place around Thanksgiving and Christmas, where those in need can just drive up to a site, pop their trunk, and have it filled with food.

"Basically every canned good equals X amount of meals—so we were able to donate in the thousands as far as cans and that translated to about 15,000 meals," Chris said. "Taking food off of someone's worry list for two days can really help them out. That's important. It's important to kind of put things into perspective and say that this little bit goes a long way."



► A flyer for a food drive conducted by CWS for Second Harvest Food Bank.

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Youth development

Cook Winston-Salem's (CWS) Community Collaborations breaks their Youth Development group into three different levels: elementary, middle, and high school students.

At the first level, they have partnered with Old Town Elementary, which is located about seven minutes from the CWS campus. CWS employees spend time working with students who are struggling with reading (reading proficiency is a big indicator of future academic success) to help ensure they don't fall behind their peers. They have also collected donations of school supplies for the students and teachers. Another highlight was a book drive that culminated in the collection of 400 books—one for every student at Old Town.

For middle and high school students, CWS works with Crosby

Scholars, which is affiliated with Goodwill. The group's mission, according to its website, is to help middle school and high school students "prepare academically, personally, and financially for college admission and other post-secondary opportunities best suited to each student's goals, abilities, and needs." Crosby also has programs set up to help African American (African American Males Pursuing Educational Dreams-AAMPED) and Hispanic and Latino (Hispanic Latino Male Success-HLMS) males. Additionally, Crosby sponsors career and science, technology, engineering, and mathematics (STEM) events to expose and excite students about a wide range of academic and job options.

CWS has also built a relationship with North Forsyth High School, which is literally across the street from their campus, through the

National Academy Foundation (NAF). The NAF "is a national network of education, business, and community leaders who work together to ensure high school students are college, career, and future ready." CWS employees help provide students with mentoring, career prep (like resume writing), STEM activities, tutoring, and programs designed to expose students to the many different types of jobs available in Winston-Salem—including those at CWS.

According to Chris, the motivation for all of these efforts is pretty simple.

"Nobody wants to see a kid fall behind," he said.

Social enterprise

Social Enterprise can take on many forms, but generally it refers to using a business approach to fulfill unmet social needs in a community.

"Social enterprise is basically, in a nutshell, what is going on in the world, what is going on in our community, what is affecting us that might we not be aware of, and how can we help?" said Chris.

Much of the work the Social Enterprise team has done thus far has been around identifying oppor-

tunities to engage with local and/or minority-owned vendors whose values align with Cook for Class 4 goods and services (those that don't come in contact with the making of medical devices). Currently, CWS uses over 700 vendors who fall into this category.

"We want to be a diverse organization and in Winston-Salem there are so many diverse vendors," Chris said.

Two highlights to this point have been using a local, minority-owned

bakery to provide cookies for an onsite event and ordering t-shirts for a team function from a South Carolina-based screen-printing company that employs people who have recently been released from incarceration.

The Social Enterprise team is also working to become a resource for individuals and organizations in Winston-Salem who are also looking to engage a more diverse vendor pool or become more involved in helping build a stronger community.



► A group of Cook employees volunteered at the garden at Second Harvest Food Bank of Northwest North Carolina. Pictured from left: **Josh Davidson**, **Grace White**, **Mike Hughes**, **Rhonda Schlotfeldt**, **Hayden Jean**, and **Ashley Hayes**.

The best of both worlds

Ashley Hayes combines two of her passions through her work with CWS's Community Health team

Ashley Hayes has found the best of both worlds—she is making a difference in her community, while doing an activity she enjoys.

Last year, Ashley, who works in Manufacturing Engineering at Cook Winston-Salem (CWS), began volunteering once a month at the garden at Second Harvest Food Bank of Northwest North Carolina. Second Harvest grows food and collects food donations that are then distributed to food pantries throughout North Carolina.

CWS partners with Second Harvest through the Community Health branch of their Community Collaborations program, of which Ashley is a member.

Initially, she was helping to build the pallets used to ship donations. But when Ashley found out about the opportunity to work in the garden, she jumped at it.

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"I definitely like volunteering at the garden," Ashley said. "It's a great group of people—and a variety of people. I also personally enjoy gardening, so it's an opportunity to do something I like, while also giving back to other people."

Helping her hometown

Volunteering, and volunteering at Second Harvest, is not something new for Ashley, who is a native of Winston-Salem. Once a year while she was growing up, Ashley would give her time to the organization. And since joining Cook nine years ago, she's taken part in several of the different community initiatives in which CWS was involved, including serving as a mentor for a middle school Lego League.

"When I was in middle school—and even high school—there weren't any STEM (science, technology, engineering, and mathematics) opportunities that I remember," Ashley said. "I felt like the Lego League was an opportunity to give the kids something that I hadn't had the opportunity to do."

Providing more opportunities

Previously, volunteer opportunities were somewhat sporadic, making it harder to work them into her schedule. That's why Ashley was so excited to hear about the formation of CWS Community Collaborations.

"It used to be only once a quarter, or maybe not even as often, to volunteer," Ashley said. "And you couldn't always make it every time—so I wasn't personally contributing in the way I wanted to. With this new structure, we can provide people with monthly opportunities instead of just randomly throughout the year."

CWS Community Collaborations is setting up a program that can be as inclusive of as many employee volunteers as possible.

"We have so many opportunities to give in different manners, whether it be through food donations, monetary, or time," Ashley said. "There are several opportunities that I feel could fit anyone that might have hesitation in other areas."

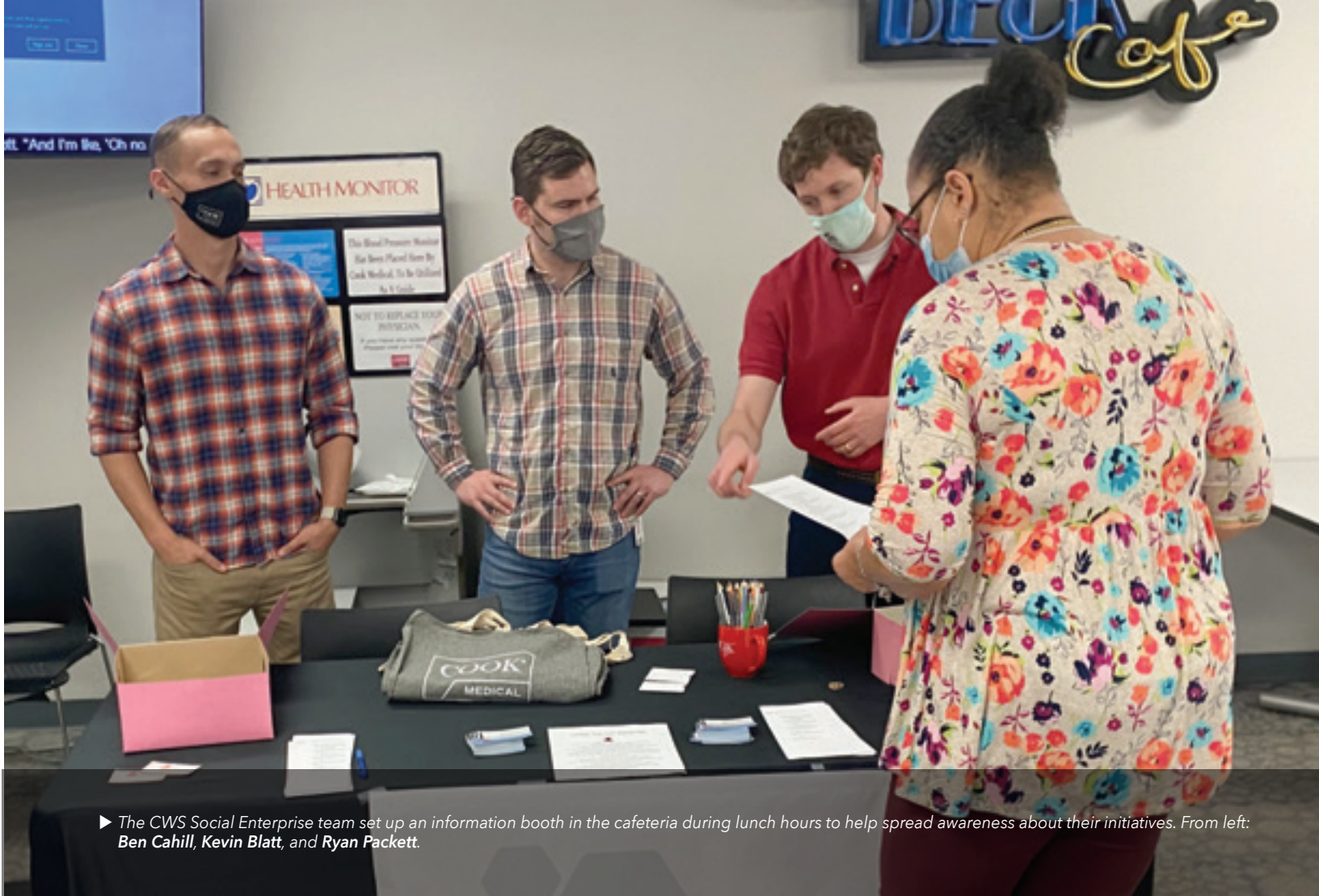
As someone born and raised in Winston-Salem, the importance of working for an organization that values her hometown as much as she does cannot be overstated.

"I've always wanted to give back to people that needed it," Ashley said. "Having a company that values that as well aligns with my morals. I definitely see that as a positive and it makes me excited to be here at Cook."



"We have so many opportunities to give in different manners, whether it be through food donations, monetary, or time. There are several opportunities that I feel could fit anyone that might have hesitation in other areas."

– Ashley Hayes, Manufacturing Engineering manager at CWS



► The CWS Social Enterprise team set up an information booth in the cafeteria during lunch hours to help spread awareness about their initiatives. From left: Ben Cahill, Kevin Blatt, and Ryan Packett.

Shared values

Ben Cahill on CWS's Social Enterprise team and how they give back to the community from a business perspective

For Ben Cahill, volunteering is an opportunity to not only give back to the community he calls home, but also a chance for him to get out of his own comfort zone and grow as a person.

Ben, a Research and Development (R&D) engineer at Cook Winston-Salem (CWS) heads up the Social Enterprise branch of the CWS Community Collaborations group.

He's no stranger to volunteerism. Not long after moving to Winston-Salem to join Cook five years ago, Ben contacted the Human Resources team at CWS to find out about opportunities to use his talents to make a difference in his new city. Ben's background in science, technology, engineering, and mathematics (STEM) made him an ideal candidate to serve as a mentor and tutor for high school students.

When Ben found out about the newly-created Community Collaborations group last year, he knew two things for sure: he wanted to be involved and he wanted to be challenged. That was part of what drew Ben to Social Enterprise.

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"I didn't have a full understanding at the time of what Social Enterprise was—it's a very abstract concept—I wanted to jump into that and really flesh it out for Cook Winston-Salem," he said.

Shared values

So, what is "Social Enterprise"?

Ben and his group of five volunteers were given a "road map" for what CWS would like to accomplish with Social Enterprise, but it was up to the team to figure out what that was going to look like. Though small in numbers, the team, including members from Procurement, Accounting, and Marketing, provides a diverse input of viewpoints which contribute to their multiple functions.

The underlying motive they came up with was pretty simple.

"Social Enterprise is giving back to the community, but from a business point of view," Ben said. "Instead of just donating employees' time or company money, it's having relation-

ships with vendors that give back to their communities. It's working with vendors that share the Cook value of giving back. But it took a while to figure out exactly what that concept was. There was a lot of back and forth with the team over that."

"Giving back" can take several different forms—for example, being minority, woman, or veteran-owned; having a diverse workforce that includes minorities and/or people with disabilities; and reinvesting in the community where the vendor is based, or where that Cook location is based.

Initially, the plan has been to work with Class 4 vendors, which includes services and goods brought on campus that aren't components for medical devices. Currently CWS has over 700 Class 4 vendors.

Like all Cook companies, CWS has many long-standing relationships with certain vendors. A new rebidding process will allow Cook to have conversations with all vendors about what they are doing to make

their communities a better place. If that's not currently part of the vendor's business plan, rather than terminate the relationship, Cook may be able to give them a model to follow to have a positive impact in the places they call home.

"We are not looking to get rid of those long-standing relationships," Ben said. "We want to strengthen them, and a way to do that is to have them start getting on this path as well."

Early successes

As of early April, CWS has engaged two new vendors.

To raise awareness about the Social Enterprise group, the team held an onsite event that was catered with cookies from a minority-owned bakery in Winston-Salem. Employees could grab a cookie (or cookies), fill out a questionnaire about what they would like to see the team accomplish, and then they would be entered in a raffle to win a gift certificate to the bakery.



"It's been incredible to do that in a realm that is so far removed from my daily work. It's been great to be part of the group that is trying to figure out how to do this, get the program started, and lay the groundwork so that we can expand this in the future."

– Ben Cahill, R&D engineer at CWS

"Most of our employees weren't aware of the bakery before that event," Ben said. "A lot more are now. Hopefully it will drum up some business for them."

The second vendor was a South Carolina-based screen-printing business that employs individuals recently released from incarceration. The proceeds from their sales not only supply their employees with a living salary, it also helps cover the cost of the counseling services to which they have access. The ultimate goal of the business is to ensure that none of their employees return to a lifestyle that could lead to them being imprisoned again.

Cook engaged the business to put graphics on shirts for a company event.

"We needed these shirts to support this event, and wanted to make sure our money went to individuals who needed it," Ben said.

Laying groundwork

In Ben's mind, the creation of the

Community Collaborations team is a way for Cook to do an even better job of doing something we were already pretty good at doing.

"Cook has always done a great job of getting out volunteers and making donations to charitable organizations," he said. "I think that's why many of us came to Cook—because of that push to give back to the community. It's a big part of why I came here."

Ben's experience with Community Collaborations has also had some personal benefits for him. For starters, over the last several months he has learned about many locally-owned businesses that he didn't previously know existed.

"There are a slew of them that I had never even heard about that I will be able to use in my personal life and around the house," Ben said.

It's also the first time in his career that he has been given the opportunity to lead a team.

"It's been incredible to do that in a

realm that is so far removed from my daily work," he said. "It's been great to be part of the group that is trying to figure out how to do this, get the program started, and lay the groundwork so that we can expand this in the future."



More on Social Enterprise

The 38th & Sheridan project in Indianapolis is another example of Cook's Social Enterprise efforts.

Visit www.38thandsheridan.com to find out more.

"The Social Enterprise team is a group of employees from across CWS focused on ensuring our vendors share our vision of investing in our communities. By aligning our business with companies looking out for their communities, Cook can have a bigger impact on our world."

– **CWS Social Enterprise
Mission Statement**

Have questions,
comments, or ideas?

Email [CWSSocial
Enterprise@
cookmedical.com](mailto:CWSSocialEnterprise@cookmedical.com).

It doesn't take much

Lamond Scales talks making time for a cause that hits close to home through the Youth Development team

If you want an idea of what type of person **Lamond Scales** is, this might be all you need to know: every day he gets up earlier than he has to—on purpose.

"I always set my alarm clock 10-15 minutes before I have to get up," said Lamond, who has spent his entire 12-year career at Cook Winston-Salem (CWS) in Incoming Quality Control (IQC). "That's my time to thank God, as well as reflect on the different things, the different

tasks that I have ahead of me for the day. Just get my mind together, you know what I'm saying? Everyone has their course in their life and everyone has their schedules.

"Like my grandmother used to say, 'You make time for what you want to make time for.'"

And for Lamond, there's a lot he wants to make time for. He is the father of four (a daughter in college, two daughters in high school, and a son who will enter middle school

next year), he works full-time at CWS, he is youth coach for football and track, he is a personal trainer, and, since last year, he has volunteered with the Youth Development branch of the newly-formed Community Collaborations team at CWS.

Why, you might ask, would someone who has precious little free time take on the additional responsibility of Community Collaborations?

For Lamond, a lifelong resident of Winston-Salem, the work being done by Youth Development—specifically the partnership with the Crosby Scholars—hits close to home. Not only have his three oldest children taken part in the program—(and his youngest will do so next year), all of them are following in the footsteps of Lamond, who was a Crosby Scholar during his middle and high school years.

It doesn't take much

The Crosby Scholars program has morphed significantly from Lamond's days in school. Today, according to its website, the mission is to help students "prepare academically, personally, and financially for college admission and other post-secondary opportunities best



"I am really looking forward to the future. I'm not going anywhere; I want to continue to help out with this as much as I can, because that's what I do every day, you know. Like I always say, 'If you do something that you love to do, you can never consider it work.'"

— Lamond Scales, an inspector 3 for IQC at CWS

suited to each student's goals, abilities, and needs."

When Lamond took part, the program's primary focus was after-school tutoring.

But that narrower focus doesn't mean the experience was any less impactful for Lamond.

"I had teachers in the seat across from me who really cared about students," he recalled. "They would help you with whatever your weaknesses were within your classroom. But you are also getting a closer bond and learning to communicate with your teachers who came in to help."

But the biggest takeaway from Lamond's own Crosby experience was that it doesn't take much to make a big difference in someone else's life.

"We all have busy schedules and stuff, but you know, it just takes a few minutes to say, 'Hey, I'm proud of you, thank you for what you do,'" he said. "Kids need that from us adults. Just to say, 'Hey, we understand; we know what you guys are going through at times. We were your age one time.' Those words go far, and it

doesn't even take a minute to say."

It's a philosophy that Lamond has carried over into other parts of his life.

"I will do it at work," he said. "I always say this: my goal every day is to make one person smile. If I can make one person smile, I've achieved my goal for the day."

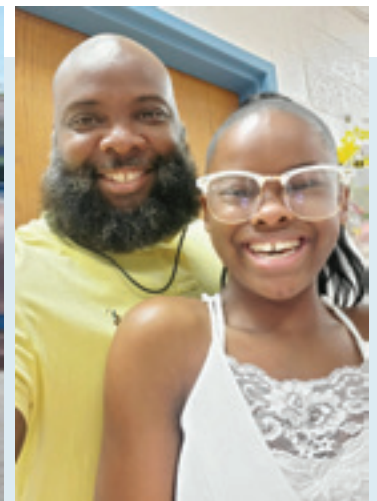
Do something that you love

For Lamond, giving back to his community is something he tries to do all day, every day, in whatever ways that he can. This can range from offering words of support, encouragement, and advice, to assisting with Crosby Scholars events once a month, to helping coach youth sports with seasons that last several months.

Having an employer that not only supports his passion, but also provides him with more opportunities to pursue it, is something Lamond does not take for granted. If anything, it motivates him to do even more for the people of his hometown.

"We are a great company," he said. "If I just say Cook, people say, 'I know about Cook.'"

"I am really looking forward to the future," Lamond continued. "I'm not going anywhere; I want to continue to help out with this as much as I can, because that's what I do every day, you know. Like I always say, 'If you do something that you love to do, you can never consider it work.'"



▲ Lamond and his four children. His three daughters were also Crosby Scholars and his son (pictured far left) plans to be part of the program next year.