

J.T. Baker Chemical Company's  
**First Annual  
 Annual Recruitment Drive**

Live Blog Feed by Daba Nussbaum

Workers are still setting up. On coming in there are walls of snow fence leading you around a weird sculpture of white cloth and mannequin heads. The orange snow fence is also around the center media area where a camera is being adjusted.

4:15

The chairs area random assortment. Off to the right is the recruitment desk. It's skirt looks like fabric but is deceptively pleated paper. The desk is sponsored by Coca-Cola. COO Kyle Schlie in a yellow shirt and thick plaid tie is at the desk. It looks like he is making last minute notes. On the desk are clipboards with forms and pens on chains. There is a bowl with mints. There is a clock behind the desk.

4:20



Up front, there is a shoddy white podium with 3 microphones taped to a block of wood. A projector off to the side shoots a skewed "logo map" onto the wall behind the podium. CEO Timothy McMullen is testing the sound. Tim is dressed more casually. He looks like he may have just come from the golf

course. His haircut looks good from last I saw him.

4:21



*Recruitment tool*

*A recruitment tool is an advertising method that aids in creating interest in and getting people for a typically political organization.*

*via Wikipedia -*

4:24

About twenty people are here now.

4:31

Including a baby in a stroller.

4:32

Tim is seated in the front row and Kyle is at the Recruitment Desk. It looks like it will be the two of them primarily running this event. There is a videographer and photographer as well.

4:34

Theme music builds as the last people take their seats. Kyle goes to the podium to turn up the volume.

4:36

Tim steps up to the podium. He sets his tea on the floor and welcomes the audience. \*clapping\* Tim thanks Kyle for organizing the event.

4:37

Tim speaks about the enthusiasm for the young restart company. He apologizes for not answering all the emails plans to read and answer a couple right now.

4:38



The first email is from Jenny who is not present because she's pregnant. The question isn't read, but concerns how to get involved in the company. Tim speaks to how this question is burning in his head while riding the train back and forth.

4:39

Tim states that Johnny (first row) was once a zygote. The company is young and fragile. "That's why, and I think this idea of caution and safety is informing tonight's event." - referring to the snow fence I assume.

4:41

Tim talks about Steve Jobs new book. The idea for the ipod/ipad came from a juicebox. Yo udon't know what will come out of it.

4:42

Tim introduced Kyle.

4:42

Kyle says words about recruitment. He reads from a second prepared statement, fumbles.

4:43



The company has no jobs but wants constant growth. The jobs aren't visible around the corner and its solid walls. Guessing isn't good enough nad the company demands better.

4:44

Jobs today must be created. You should work for us by creating your own job. In summary, "we don't know what's around the corner. You should think if a job that you can do. You should define that job, and then with our approval you can do it for us."

4:45



Kyle goes back to the recruitment desk. Tim comes back up.

4:45

Tim introduces himself. He answers another email. Re: chemical company Tim discussed ecological footprint questions.

4:46

Tim went online to get carbon footprint calculation of the company. (he welcomes new guests). He'd assumed the footprint to be metaphorical "but it's literal." It goes from baby footprint to basketball player. He gives the bulls a shout out. It took a month to input the data. J.T.B.C.C. is the size of a baby's large toe on a baby's foot. They had to create a new category because previously the smallest was a baby's whole foot so they created three "toe categories."

4:49

Tim introduces new element- an award ceremony. Gives Kyle an award, actually 2 awards. He apologizes for getting tea on the award. The first is for creating a more flexible workplace. Kyle comes up.

4:50

They pose for a photo.

4:50



The next is a new category, the Daily Points Award. It has something to do with leadership, the specifics are confusing.

4:51

Tim starts talking but then asks Kyle to jump in.

4:51

Kyle thanks Tim for the awards and asks Tim to come back up. Kyle mentions Tim's recently published business book "Technically Heroic." Apparently it contains an anecdote about a squirrel and a growth progress report. Kyle reads a poem from Edward Mabry in "The Butterfly Express." Kyle gives Tim the award in recognition of his book. A photo is taken.

4:53



Tim comes back up and says it feels great to be recognized. If you go to the recruitment table and sign up an award is in you future. Tim holds up a "brick house" achievement award. Tim: "Come live in a house with us." Tim asks David to come up.

4:55



David brings out a super-sized check and Tim asks Kyle to come up and they give Kyle the check which is a

reimbursement check from fundraiser  
snacks from a spring event.

4:56



Tim gets Kyle back up and gives out  
more awards in a big batch. One is “just  
a picture, and I liked it, and we had a lot  
of these frames. I think it’s like a French  
couple, and they’re in a really fast car.”

4:57

Tim presents Kyle a spirit award and  
gives him the stack of awards.  
Kyle whispers something to Tim.

4:57

Tim gives the employee of the week  
award, decided by a coin toss between  
Chris and Courtney, to Chris. Tim tells  
people to go to the desk and get mints  
and talk.

4:58

Kyle comes back up. He says that  
awards are great but how many are  
too many. He thinks maybe they have  
crossed the line. This is a learning experi-  
ence.

4:59

He mentions the parts of the company  
which are lacking. That maybe today  
has illustrated the company’s need  
and that it’s easy to lose track of what  
you’re doing without help.

5:00

Kyle mentions all the work put into the  
event and how Tim was up early print-  
ing award and shopping for Clemen-  
tines which are hard to find this time of  
year. These jobs are not the responsi-  
bility of the CEO. “Do you know about  
fruit. Maybe you could join our team.”

5:02

Kyle clarifies that the recruitment table  
is actually a recruitment desk and that  
if this is the reason that no one has  
stopped by he wanted to make that  
clear. He thanks people for coming.  
Clapping.

5:03

People mill about. Many go to the  
recruitment desk and talk with Time  
and Kyle. Some take forms with them.  
Someone is offended by Tim’s coffee  
mug and he defends it.

5:05

Kyle discusses next week’s Lunch-n-  
Learn and tries to get people to come.  
More people take forms. Tim discusses  
his “Infinity Business Card.”

Kyle looks through his awards and  
looks at the coffee stains.

5:07



They discuss Mabry's poetry.

5:10

Most people have left. Kyle offers me another mint and agrees to follow up the next day if I have questions.

5:13

