

## Topo Installation Training Session

Rene Vaughn and Kevin Owens will host a Topo installation training session at Metro on Tuesday, December 4th for project managers from dealers around the country. The purpose of the session is to train project managers at the dealers on how to properly install Topo. Dealers have already confirmed and there will be 10 attendees from around the country. This is a great opportunity for the dealers to get on site training for all existing and future Topo installations.

## SDP or SPG ?

Based on feedback from our sales team, there continues to be some confusion over what to call the Steelcase Design Partnership team and when to use the Premium Group name.

Just a reminder, the Premium Group name is **INTERNAL** only. It's an internal team name used to describe Frank's direct reports (Roger Schlick, Mark Zeh, Bob Arko, Jason Heredia, Lisa Clark, Tom Hamilton, Mike Zubor, Dan Dicks, Deanna Dillingham and Lucyne Bonilla). The Premium Group name is NOT meant for external use in the market. Members of Frank's team will use the name in their title because they work across brands.

To the market, the SDP sales team will continue to call themselves the Steelcase Design Partnership sales team..... and primarily promote the individual brand names that they represent...Brayton, Metro, Vecta and Polyvision. In the future, we will add a fourth brand to their offering that is still code named Brand3. The Brand3 or B3 name is again, just an internal use only name. It is acting as a placeholder for something coming later in the year.

So please continue to use the name SDP in the market and promote the individual brands that they represent... Brayton, Metro, Vecta and Polyvision.