

HighRoad Press Volunteers at Rescue Mission

The staff at HighRoad Press recently began participating in a volunteer program at the New York City Rescue Mission at 90 Lafayette St. in New York City.

H.E.R.O.'s (HighRoad Employees Reach Out) is an idea that came about a few months ago when CEO Hallie Satz called a company meeting to discuss the economy in general, and more specifically in the print industry. At the time, the employees had been hearing about various companies that were engaged in layoffs and a few printers in the area that were moving out of the city, selling or closing.

"Although business for us had also slowed a bit, I was quite confident that we would manage through these slow times with efficient plan-

ning and avoid any layoffs," Satz explained to her staff at the time. "We have a strong customer base, and a very determined sales and work force.

"I called the meeting to basically reassure everyone that I was not planning a layoff at this time, and as a matter of fact knew that we had some nice projects breaking imminently," she added.

Pitching In

It was at this meeting that Satz mentioned how everyone at the company had worked as a great team in helping to build the company since it started in July 2004.

"I mentioned that although we have had toy drives for New Orleans children, raised money to support breast cancer, and support the NYC Rescue mission (www.nycrescue.org) in our neighborhood at Christmas and Thanksgiving with a company donation, it would be great if everyone would be willing to volunteer after work and do some true community service. This would not be mandatory but certainly during these tough times we should consider doing more for our community and those who are less fortunate," she said.

"The response from the employees was fantastic," she noted. "People came up to me and wanted to know how they could sign up. With the help of a few of the employees we organized ourselves into volunteer groups, had H.E.R.O. T-shirts made up, and went to work."

Serving the Community

The Rescue Mission serves dinner to 200 to 300 people every night. For more information about the Mission, visit its Web site at www.nycrescue.org.

"After our third Thursday, we also gave them a company donation and agreed to continue to work throughout the year on designated nights," Satz said. "Every volunteer from HighRoad signed up to continue the project. For me, it was specifically a great experience. Besides enjoying serving the people at the mission that came in for a meal, I also had an opportunity to work side by side with people from the company and use the time to chat on the walk over and have a light dinner together when we were done."



Hallie Satz works with her staff to serve dinner at the NYC Rescue Mission on Lafayette St.