



*North Dakota*  
LEGENDARY

a culture of **success**



2015  
CULTURE BOOK

North Dakota  
Department  
of Commerce



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*It's a*  
**GREAT DAY**  
**AT COMMERCE**

At the North Dakota Department of Commerce, we believe in the programs we deliver and the difference we make for the citizens of North Dakota. Commerce strives to be a place of value for the state and our employees.

We define the Commerce culture through five key values. We ask staff to embrace these values in everything they do and in every interaction they have. Our core values provide the framework for the decisions we make.

These values aren't just something you'll see hanging on our walls. You'll see them every day, whether you're watching the Commissioner interact with employees or sitting with a team solving a problem. Our values reflect how we treat each other, our partners and those who receive our services.

*All Commerce employees are expected to reflect the five values in their work.*

Our Core Values:

Focused

Accountable

Innovative

Teamwork

High Trust



The North Dakota Department of Commerce is located in the Workforce Safety & Insurance building, also known as the Century Center.

# OUR CORE VALUES IN ACTION

## FOCUSED

- We allocate time and effort to understand and meet the needs of internal or external customers.
- We model self-control in emotionally charged situations, patiently allowing others to vent, focusing on understanding the underlying issue and responding appropriately.

## ACCOUNTABLE

- We set or help to set appropriate goals and objectives.
- We are personally committed to improving the overall quality, efficiency and effectiveness of our work.

## INNOVATIVE

- We develop and implement practical and innovative solutions aimed at improving our processes, products and services.
- We challenge and push the organization to constantly improve and grow.

## TEAMWORK

- We give credit to others for their ideas and work.
- We support and commit to team decisions, challenge one another to strive for excellence and encourage working together to maximize the long-term benefits to Commerce.

## HIGH TRUST

- We treat people with respect and dignity.
- We deliver on promises and commitments.

## MISSION AND VISION

### Mission

“We lead North Dakota’s effort to attract, retain and expand wealth.”

### Vision

“We improve the quality of life for the people of North Dakota.”



# HISTORY AND CULTURE

In 2001, Governor John Hoeven signed legislation to form the North Dakota Department of Commerce. This represented the merger of three state agencies and the elevation of one program area to division status.

The result was four divisions:

- Community Services
- Economic Development and Finance
- Tourism
- Workforce Development

The culture of Commerce is unique. We thrive on tackling challenges and are known for being innovative and exceeding expectations. We find reasons to have fun and laugh together while meeting deadlines, accomplishing goals and gaining results. We look for ways to continuously make Commerce a better place to work. Being a part of our team means you want to come to work every day and make a difference for North Dakota.

Today Commerce is home to over 71 programs and services and we employ nearly 70 individuals. In addition to our four divisions, Commerce partner programs include:

**Center for Technology and Business**  
- [TrainingND.com](http://TrainingND.com)

**Impact Dakota (Formerly Dakota MEP)**  
- [ImpactDakota.com](http://ImpactDakota.com)

**North Dakota Rural Development Council**  
- [NDRDC.org](http://NDRDC.org)

**North Dakota Trade Office**  
- [NDTO.com](http://NDTO.com)

**Small Business Development Centers**  
- [NDSBDC.org](http://NDSBDC.org)



A team of Commerce employees volunteered for the ND Cystic Fibrosis Annual Turkey Trot.

*We refer to our Senior Management as “Senior Team.” This group meets on a weekly basis and consists of Division Directors and the managers of Fiscal & Administrative, Innovation & Entrepreneurship, and Marketing Communications.*

## REGULAR HAPPENINGS

*Employees are invited to attend various meetings and events throughout the year.*

### All-Staff Meetings

All-Staff Meetings (i.e. “All-Staffs”) are meetings all employees are invited to attend. They are held every other month in the WSI Boardroom. The Commissioner updates staff on the latest happenings and recognizes one or two employees on recent accomplishments that demonstrate Commerce’s core values. Often times, individual program managers will provide updates on recent projects or successes in their areas. This is also when employees receive service awards.

### Fitness Logs

The Wellness Committee encourages employees to track and submit their fitness activity on a monthly basis. If you accrue more than 250 minutes per month and turn in prior to the deadline, you are entered to a monthly drawing for a gift certificate. You may also receive a Free Jeans Day sticker.

### Wellness Fruits/Veggies

Twice a month our Wellness Committee provides a healthy snack in the break room. This usually consists of fruits, vegetables and the occasional special healthy treat.

### Wellness Events

There are number events hosted by the Wellness Committee throughout the year. Examples include Wellness Walks twice a week (weather permitting), speakers addressing topics like healthy eating habits, fitness plans and quarterly events that encourage staff participation such as the Canning Fair, Pumpkin Decorating and Adventure Challenges.



A recent wellness event brought staff together to taste each others favorite canning recipes at the latest canning fair.

Hungry for lunch? Food trucks have arrived in Bismarck and frequently stop at Commerce around lunchtime. Ask the front desk for details.

# SPECIAL EVENTS

## All-Staff Professional Development

Occasionally the Senior Team will pull the entire staff together for professional development training. These happen at various times throughout the year.

## Christmas Party

Each year the Christmas Committee plans an off-site evening dinner party. This is the one time of year our spouses or significant others join in the fun with co-workers.

## Christmas Week

Christmas Week is a special week. The Christmas Committee starts planning early to make each year better than the last. Each day of Christmas Week is a different activity, theme or event. Whether it's coffee and cookies, an ugly Christmas sweater contest, or potluck day, we celebrate the holiday season.

## Golf Scramble

Each summer Scot Long organizes an after hours golf scramble for any Commerce employee who wishes to play. It's an opportunity to get outside with your co-workers. Whether you are a beginner or a pro, everyone is invited. Scot will send out an email invite to the entire staff to organize teams.



The annual Commerce golf scramble is a popular event open to both beginner and experienced golfers.

## Great American Bike Race

In the spring, Commerce puts together a team for the Great American Bike Race (GABR). GABR is a fundraising event for local children with cerebral palsy. Participation is optional and you do not need to be an athlete to participate in this event. It's 20 minutes of pedaling as fast as you can for a good cause.

## Halloween Costume Contest

Each year the Wellness Committee throws a Halloween Costume Contest, and some of our employees get pretty intense with their costumes. We've had Luke Skywalker, the Beverly Hillbillies, a construction crew, the Care Bears and Bill Clinton, just to name a few. Prizes are handed out and treats are provided (semi-healthy, of course).

## State Employee Recognition Week

State Employee Recognition Week honors our employees and the service they provide to the state.

## Summer Picnic

Each summer the Petty Cash fund supports a summer picnic for employees. This is a yearly outdoor all-staff that covers fun team-building activities under the summer sun.



Special events are held throughout the year at Commerce. Participants from last year's 2014 Great American Bike Race.

Need a change of scenery for your meeting? Cherry Berry and Boneshakers are just a few steps out our back door. Take your meeting out and pick up a coffee or some frozen yogurt.

## GET INVOLVED

### Christmas Committee

The Christmas Committee starts meeting in the fall to plan holiday cheer for the Commerce staff. If interested in joining the committee, contact LaVonne Stair.

### Council of State Employees (COSE)

The mission of the Council of State Employees (COSE) is to enhance the morale and public image of state employees through the recognition of their personal, civic and work contributions. [www.nd.gov/cose](http://www.nd.gov/cose).

### Culture Club

The Culture Club focuses on promoting Commerce values, building camaraderie, providing fun for employees, and acting as a sounding board for management to continually improve Commerce's culture. If you are interested in joining, contact Brianna Ludwig.



A small group of employees singing Christmas tunes during our annual holiday breakfast organized by the Senior Team.

## Petty Cash Committee

Petty Cash is an optional employee-sponsored program. The Petty Cash Committee oversees the use of the petty cash fund to be spent on births, deaths, celebrations, etc. They meet on an as-needed basis and will provide extra dollars for some Commerce employee activities. All members are listed in the Employee Policy Manual and serve a two-year term; if you are interested in serving on the committee, please contact a committee member.

## State Employee Recognition Week Committee

The State Employee Recognition Committee plans events to celebrate our employees during State Employee Recognition Week. If you like planning fun events and are interested in joining the committee, contact LaVonne Stair.

## Wellness Committee

The Wellness Committee meets on a regular basis to schedule quarterly wellness events, produce a quarterly newsletter, offer healthy snacks, and promote wellness and being green. If you are interested in joining the committee, contact Kim Schmidt.



Healthy snacks are provided by the Wellness Committee, promoting healthy lifestyles to Commerce staff.

# OFFICE MAP





*North Dakota*  
LEGENDARY



## IN THE KNOW



Commerce employees enjoy coffee with Commissioner Al Anderson.

### Baby at Work

You may hear a baby coo or cry around our offices. Babies are allowed to come to work up to four months of age giving parents the option to be close to their child during his/her earliest stages of development.

### Break Room

The Commerce break room is free for employees to use. There is a fridge and freezer to store personal items as well as two microwaves and an ice machine.

If you need additional space, there is a fridge/freezer, sink and oven in the WSI break room downstairs.

### Calendar Viewing

Commerce allows all employees to see each other's calendars in Microsoft Outlook. Simply add the person from the address book and it will pop open. This makes it easier to schedule meetings and work together.

## Coffee

Coffee is purchased by employees on an annual calendar. If you are a coffee drinker and want to get your name on the schedule, talk to Sue Kobilansky. Employees buy two or three coffee canisters a year (depending on the number of drinkers) and can enjoy the coffee year round.

## Coffee with Al

Coffee with Al is for new employees. Every quarter or so, Commissioner Al Anderson joins new employees at Boneshakers Coffee Company for coffee and conversation.

## ComNet

ComNet is our internal website that houses the latest Commerce news, official forms, employee profiles and more. You will be introduced to ComNet during your first couple days of employment. Get familiar with it – you’ll need to visit it frequently.

## Discount on Legendary Items

Need to do some Christmas or anniversary shopping? Commerce employees can get all Legendary apparel and products at a reduced cost. Talk to Jessica or Janice for details.

## Dress Up/Dress Down

Commerce’s dress code is business casual. Employees are expected to present a clean, neat and tasteful appearance, and have the option to pay to wear jeans on Fridays or even daily through the Culture Benefit Tiers. If you have meetings with partners or clients, remember to dress appropriately for the group even if you miss out on a jeans day. Also remember on days you wear jeans that a client could stop by at any time, so be sure to dress in a manner that would make both you and your “unexpected” guest feel comfortable.

## Goal Process

The goal process here at Commerce is unique to state government. We set goals and daily competencies with our supervisors and they form the basis for annual performance reviews. For more information see your Employee Policy Manual. If you have questions about the goal process, visit with your supervisor.

## Interns

Commerce prides itself on being a learning agency. We like to offer opportunities for internships when possible. We treat our interns like true employees, so you may have the opportunity to supervise an intern on a project if that is of interest to you. We provide top-notch experiences to these students to help steer them down the right career path.

## Lunch with Al

This is a one-to-one lunch with the Commissioner during your first few weeks of employment. Al wants to get to know you and your passions. This also gives you the opportunity to hear what it's like being the Commissioner and learn of his enthusiasm for what we do at Commerce.

## Photo Collages

You may have noticed the photos on the walls. The Culture Club updates these photos twice a year so wait for an email and yours can be added to the walls. We like to think our employees' happiness decorates our offices.



The Culture Club created a photo display with images submitted by employees.



Commerce goes "green" with recycling bins.

## Popcorn Fridays

It's a tradition at Commerce that fresh popcorn is made most Friday afternoons. Sometimes on other days as well, but later on Friday you'll likely smell movie theatre popcorn coming from the break room. The popcorn machine and supplies are purchased using petty cash dollars so it's free to employees.

## Recycling

We have plastic and aluminum recycling in the janitorial closet next to the office supply room. You can drop off your bottles and cans in the blue bins.

## Vending Machines

The pop machine located in the break room is employee-owned. This means all the proceeds go to petty cash. If you're in the mood for a different kind of soda or a crunchy snack, there are vending machines located downstairs in the WSI break room. There is also a refrigerator, microwave and stove for your use.

## Websites and Social Media



### WEBSITES

ExperienceND.com  
NDBusiness.com  
NDCommerce.com  
NDCommunityServices.com  
NDtourism.com  
NDWorkforce.com  
NDYouthForward.com  
OperationIntern.com



### FACEBOOK

/AgritourismND  
/GroupTravelND  
/InnovateND  
/InternationalND  
/NDAmbassador  
/NDYouthForward  
/OutdoorsND  
/TravelND



### TWITTER

@GroupTravelND  
@InnovateND  
@InternationalND  
@NDAmbassador  
@NorthDakotaUAS  
@NDYouthForward  
@NorthDakota  
@OutdoorsND



### YOUTUBE

/ExperienceND  
/LegendaryND  
/NDCareerConversation

# Commerce Email Signature Options

**option 1**

Full Name \_\_\_\_\_ fonts:  
Title / Department \_\_\_\_\_ Arial Regular 10 pt.  
**NORTH DAKOTA DEPARTMENT OF COMMERCE** \_\_\_\_\_ Arial Bold 10 pt., all caps

space [ 1600 E. Century Avenue, Suite 2, P.O. Box 2057 \_\_\_\_\_ Arial Regular 10 pt.  
Bismarck, ND 58502-2057  
Phone: 701-325-5383  
Mobile: 701-425-7240 \_\_\_\_\_ (optional information)  
Fax: 701-328-5320  
email@ndcommerce.com \_\_\_\_\_ (optional information)  
Facebook: handle / Twitter: @handle \_\_\_\_\_ (optional information)  
www.NDCommerce.com

space [ 

**option 2**

\_\_\_\_\_ two spaces before and after forward slash marks

**FULL NAME** \_\_\_\_\_ Arial Bold 10 pt., all caps  
Title / Department \_\_\_\_\_ Arial Regular 10 pt.  
North Dakota Department of Commerce

space [ 1600 E. Century Avenue, Suite 2, P.O. Box 2057 / Bismarck, ND 58502-2057  
p: 701-325-5383 / f: 701-328-5320  
www.NDCommerce.com

space [ 

**option 3**

Full Name \_\_\_\_\_ Arial Regular 10 pt.  
Title / Department \_\_\_\_\_  
**NORTH DAKOTA DEPARTMENT OF COMMERCE** \_\_\_\_\_ Arial Bold 10 pt., all caps  
p: 701-325-5383 / f: 701-328-5320 / www.NDCommerce.com

space [ 

## Notes

Appearance of the font size may vary slightly, depending on e-mail software and monitor. If 10 points appears too small or too large on your system, you may adjust the size.

Users should attempt to order information in their email signature using one of the above suggested formats. Optional information, as indicated above, can be included in any email signature if the user chooses.

Use of the North Dakota Legendary logo is encouraged in all email signatures. A special exception for campaign based promotional images which also used the North Dakota Legendary logo will be made.

The use of textured or themed backgrounds within email is discouraged. Social media handles may be included email signatures, but use of graphical icons to depict the social network is discouraged.

# Branding Quick Reference

## North Dakota Department of Commerce: Legendary

North Dakota offers legendary opportunities. With Community Services, Economic Development & Finance, Tourism and Workforce Development, our mission is to lead North Dakota’s efforts to attract, retain and expand wealth for our great state. The implementation of the legendary brand into the mission will help us do that.

### Logo Specifications

- The logo should only be used in the blue, white or black colors from the primary color palette. Never change the logo colors.
- The logo is a single piece of art. Use only the original mark. Do not separate the elements.
- Do not distort, modify, add to or recreate any element of the logo.



ONE COLOR POSITIVE APPLICATION

### Primary Colors

<b>PMS 484</b>	<b>PMS 534</b>	<b>PMS 5763</b>	<b>PMS 716</b>	<b>100% WHITE</b>
CMYK: 0/95/100/29	CMYK: 100/56/0/58	CMYK: 53/38/79/16	CMYK: 5/64/100/0	
RGB: 155/48/28	RGB: 58/73/114	RGB: 119/124/79	RGB: 242/132/17	
HEX: 9B301C	HEX: 3A4972	HEX: 777C4F	HEX: F28411	<b>100% BLACK K</b>

Fonts          Arial      Times New Roman

### General Style Preferences

When commas are used to separate elements in a series, generally no comma should be used before the conjunction. For example, “red, white and blue” denotes correct comma usage. However, for more extensive phrasing, a comma may still be used before a conjunction if it helps clarify the meaning for the reader.

Single-spacing should be used after periods to indicate spacing between sentences, not double space.

NOTES





**North Dakota Department of Commerce**

1600 E. Century Avenue, Suite 2, P.O. Box 2057, Bismarck, ND 58502-2057 • *Phone:* 701-328-5300  
*Toll-Free:* 1-866-4DAKOTA • *Fax:* 701-328-5320 • **NDCommerce.com**