



THE PEOPLE, PRODUCTION & PURSUIT OF THE Q
.....
NOVEMBER, 2007

Q ACROSS AMERICA

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QVC.COM REDESIGN**

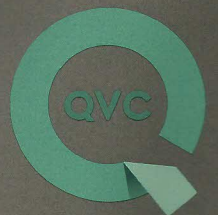
**BEHIND THE MUSIC:
PETER FARRELL**

**iQ&A - CARSON
KRESSLEY**



Brought to you by Internal Communications

iQdoU?

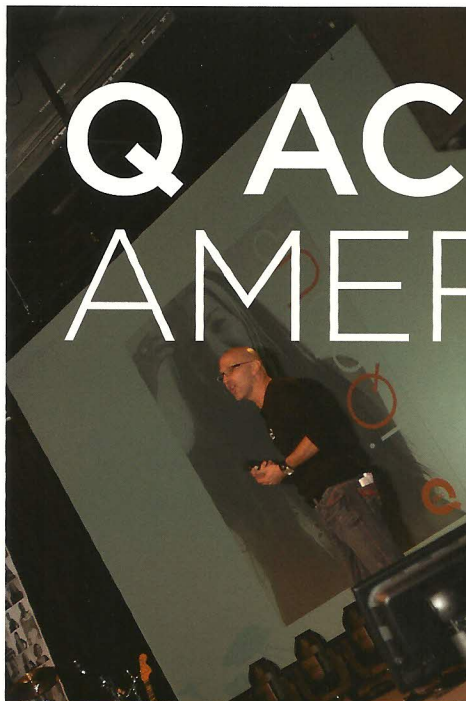


QVC is all about stories: captivating tales of the people behind the products that make a personal connection with our QVC viewers. Beginning with this month's edition of *iQ*, these folks are making a personal connection with QVC People too! Our new and exciting segment, *iQ&A*, is a chance for us to sit down and chat with those personalities that help us reach our customers. Our premiere interview introduces you to none other than fashion designer and TV star Carson Kressley! It was a lot of fun to put this piece together, and we hope you have just as much fun reading it.

As always, we welcome your comments and suggestions. Simply contact us via email at communication@qvc.com or interoffice mail (Mail Code 155 at Studio Park).

Jon Reed • *iQ* Editor

Q ACROSS AMERICA



by Megan Dickman

Wednesday, September 19, 2007 marked a significant date in QVC history. Our brand initiative was revealed to employees across the US before rolling out to the public a few days later. Each of the sites held their own launch events. The presentations were a huge hit, reminding QVC people what we are really about.

Here are some of the highlights of this exciting event!

STUDIO PARK

President & CEO **Mike George** kicked off festivities in the Expo Center with opening remarks. Mike got the crowd pumped, reminding everyone how proud they should be of playing an integral part of something truly great. "It's an exhilarating time for QVC," he remarked. "We're changing the way consumers think about shopping from home. People know us - or think they know us - but now we're going to reintroduce ourselves to the world!"

Jeff Charney, SVP & CMO took over to introduce the new logo and our aggressive coast-to-coast iQdoU? campaign complete with a look at our commercials, billboards, and a special QVC edition of the Philadelphia Inquirer.

SVP of QVC.com **Bob Myers** followed up with a reveal of the new and improved QVC.com. A fresh, clean look, video content, interactive polls, bigger and better pictures, less clicks, and an enhanced sense of community for our shoppers make this a definite online retail destination.

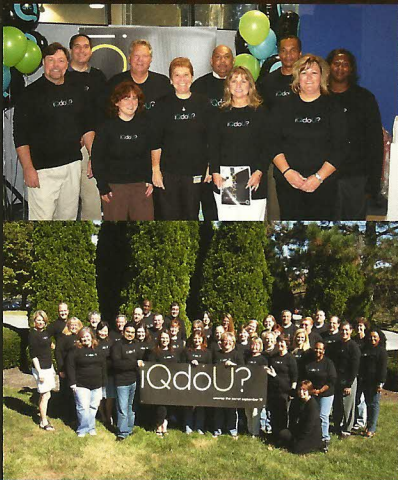
As if all of this weren't enough, Studio Park was treated to a virtual "Q-Stock" of musical performances from **Peter Farrell**, Director of Brand Marketing and his wife Meghan Cary, plus employee bands Mötley Q and The Q Man Group.

CHESAPEAKE

A huge iQdoU? bulletin board and balloons greeted employees and guests that day. **Malcom Mitchell**, Chesapeake General Manager, kicked off the celebration with over 150 excited employees. A reception and the distribution of the iQdoU? T-shirts finished off the celebration.

SAN ANTONIO

The San Antonio Call Center was full of energy and renewed excitement all day and night. Brand launch presentations were made during the entire day to all shifts. The building was decorated with teal and white balloons. Employees enjoyed food, drinks, and their iQdoU? T-shirts.



ST. LUCIE

Prior to their event, St. Lucie employees received personal invitations to *Q Across America*. "Teaser cakes" were served and a special "cocktail party" was held with staff dressed in tuxedos, serving hors d'oeuvres and sparkling cider. St. Lucie employees were energized, clapping, cheering, and totally delighted to discover their iQdoU? T-shirts and the new edition of *iQ*.

FLORENCE

Florence General Manager **David Foster** gave an awesome presentation, and the people really loved the slideshow, video clips, and commercial! And when the slides revealed the new program guides and the new boxes... the crowd roared! That is an everyday part of their lives, and the excitement over the "new look" was something to be remembered! Overall, Florence is very excited about the new expression of QVC. They love the company, and the new look only adds to that excitement!!

SUFFOLK

A packed audience of associates and members of the line management team watched with excitement and pride during the presentation. They cheered, clapped and were delighted at the videos, the new logo, and the making of the commercial. Associates were overheard to remark, "it's about time our look fits our business ... exciting and color-

ful!" There was definitely a renewed sense of pride and the perfect way to send us into our busy season!

WEST CHESTER

The WCOC cafeteria was filled to the brim as SVP of Customer Services **Dan McDermott** presented the brand initiative on first shift and **Jaclyn Melin** presented on second shift. Many "oohs" and "aahs" could be heard throughout the crowd as the new logo and iQdoU? ad campaigns were unveiled.

ROCKY MOUNT

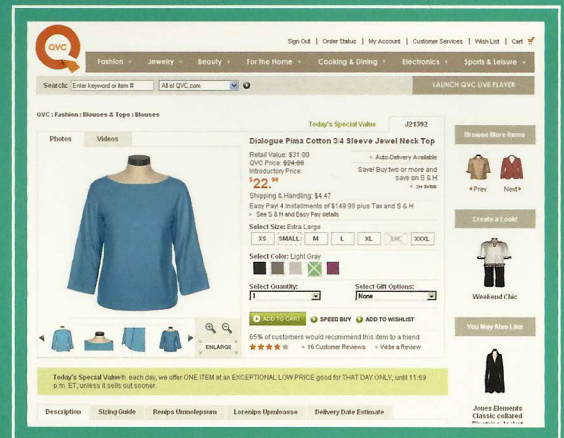
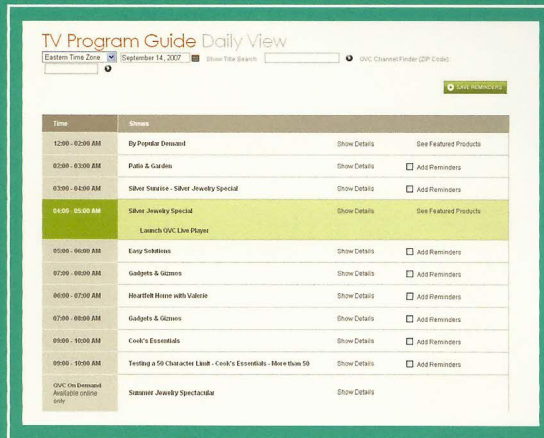
Rocky Mount celebrated the brand initiative launch with all warehouse associates. General Manager **Bill Stanulis** delivered the announcement to an excited and energetic crowd. All were impressed with the presentation and really loved the segment with Whoopi! Following the presentation, we received very excited comments and questions as to when Whoopi could visit.

LANCASTER

Everyone was excited to see QVC doing something NEW! They loved the video, the music, the logo, and of course, the new Q boxes! Cake, decorations, and T-shirts made for a festive and fun time. In addition, we gave away eight QVC gift cards - lucky winners found a iQdoU? tag under their chairs and claimed their prize at the event.



INSIDE THE QVC.COM REDESIGN



What Project Participants are Saying...

Chief Internet Architect Mike Madaio: "This is the first time in my QVC career that we've had such a massive redesign of the site. We modified every page to ensure it was in line with our new look and feel, and was easy to use. We are looking forward to adding some great new features in 2008 that will further engage our customers and make us the place to shop on the web."

Senior Project Manager Joanne Everhart: "It was a privilege to work on this project and with such an amazing and committed team. Ten to fifteen hours days became the norm for many as we worked toward our aggressive goal. Everyone stepped up to make it happen, and I am so grateful for their dedication and efforts in developing the new QVC.com."

IT Project Manager Steve Greenwood: "This project has shown what can happen when there is partnership between IT and business units. Both teams worked incredibly hard and acted quickly to resolve issues and keep the project moving forward. There was great leadership and terrific collaboration."

Community Director Alex Miller: "The redesign has allowed us to integrate our community content such as forums, blogs, polls, and reviews throughout the site to allow our customers to enjoy a true social shopping experience. Combined with more video, a cleaner look, and larger product images, I am confident that we have developed a better shopping environment for our customers. We'll be listening closely to learn from them how we can exceed their expectations in the future."

IT Vice President Eric Gregg: "The team immediately came together, reached consensus on what would be accomplished, and never lost sight of the goals. It was a great example of solid alignment on the principles, the requirements, and the final deliverable. Everyone worked day-in and day-out in a highly charged yet always friendly and trusting manner. We are anxious and excited to move on to the next set of deliverables to delight our customers."

by Thom Beard

It can take years for most companies to redesign and launch a website. In traditional QVC style, we did it in about eight months. The updated site launched in October and is the quintessential example of "ONE" team pulling together to achieve something great for our customers and the business. The redesign is also a great reflection of QVC at its best!

Accomplishing this feat in such a short period of time took a close alignment of cross-



departmental teams. For QVC.com, Chief Internet Architect **Mike Madaio** and his team were responsible for the user interface (or in non-technical language, the customer experience). They began working on the project last fall and had a huge impact on the redesign: improving the navigation, layout, site maps, promotional pages, and supporting several rounds of user testing.

In addition, Senior Project Manager **Joanne Everhart** managed a cross-functional core team of about 20 QVC People as well as an outside vendor Critical Mass. Joanne also provided regular updates to a Website Redesign steering committee, which included QVC Leaders such as President & CEO **Mike George**, CMO **Jeff Charney**, VP of Architecture and Design **Ivy Chin**, Chief IT Technical Officer **Rob Cochran**, VP of Application Development **Eric Gregg**, SVP of Customer Services **Dan McDermott**, SVP of QVC.com **Bob Myers**, and COO **Meade Rudasill**.

Project Manager **Steve Greenwood** oversaw a team of sixteen developers and three IT Project Managers, all of whom implemented business requirements across the site. Their

work also encompassed updating the look of the site, rewriting web pages where appropriate, and creating entirely new applications, such as the Items Recently On-Air section. Ivy Chin notes, "Our IT partners worked with us to help make our ideas into reality, going out of their way time after time to provide the best possible experience for our customers."

In addition to the work provided by the QVC.com and IT teams on design, user experience, and content, Broadcasting provides the video assets that allow the Internet team to provide an integrated multi-channel experience on-line. Digital Studio provides the product images that give the customers the best visual detail possible. Information Services writes compelling copy. Customer Services brings their knowledge of customers to help ensure the team thinks about and addresses potential user issues that may arise.

The end result is an enhanced look, tons of informational video across the site, and several simplified processes. The site was also redesigned to add more of an online community atmosphere; a place where shoppers can go to interact with each other about all things QVC and shopping.

VP of Internet Merchandising, Community and Multi-Channel **Carol Snyder** oversaw realignment within her division to leverage resources and expertise to support QVC as a whole. "Over the last twelve months," Carol explains, "we have taken a close look at the roles and responsibilities within QVC.com. We've made changes to ensure that the organization can meet our new business needs, that we are structured to react to customer demands, and that we have the talent to grow the business aggressively." She continues, "I am fortunate to work with such a dynamic and talented team. Their enthusiasm and ability to adapt to change and new technologies is nothing short of remarkable."

With their finger on the pulse of the customer, great enhancements planned for 2008, and an incredibly nimble multi-channel team to support them, QVC.com's future is brighter than ever!

A UK Perspective

From Gina Deeble,
Head of Interactive
Content at QVC UK

We love the new QVC.com! Congratulations to everyone involved in achieving this tremendous milestone. The site is clean and contemporary, and is a great reflection of the fresh look and feel of the new QVC brand. The customer experience has been greatly enhanced through the use of community and through the smart use of new technology. I particularly like the way video has been integrated into the pages, replacing the old pop up windows. These are definitely elements that the UK would look to adopt in future.

Here, we're continuing to work on a number of initiatives in line with the QVC Everywhere vision. The internet is one part of this multi-channel strategy, along with interactive television and mobile phones. So far, we've introduced Video-On-Demand on the qvcuk.com website at the product level, we've launched a WAP mobile service, and we're building a new interactive TV application which will double the number of video streams from two to four. Like the US site, it's about taking advantage of new technologies, being innovative, and enhancing the customer's QVC experience.

We can't wait to hear what customers have to say about the new QVC.com. We know they'll like it as much as we do!

BEHIND THE MUSIC: PETER FARRELL



by Jon Reed

The lights dim in the Studio Park Expo Center during the September 19 launch of the QVC brand initiative. The roar of the crowd builds as Director of Brand Marketing **Peter Farrell** and his wife, Meghan Cary, make their way to the stage. For the next several minutes, QVC is treated to an original composition paying tribute to the “Q.”

“We wanted to write something about all the little quirky, fun things I tell her about QVC,” Peter remembers, “but also capture the down to earth vibe of the people here. For me, QVC is all about the people. It took us about a week to compose.” For most people, this would be a unique opportunity to show off a hidden musical talent. And while he loved his chance to perform for his fellow QVC Team members, for Peter this was nothing new. In fact, he has a rich history of interesting moments.

Peter was actually born in Puerto Rico. His mother is British and he enjoys dual citizenship in both the US and the UK. Peter grew up in Japan from age 4 - 15; this is where Peter began his journey into the world of music.

At age five, his parents enrolled him in classes. “It was one of those things that parents make you do,” he explains. “Now, I’m so glad they made me do it.” Today Peter plays piano/keyboards, saxophone, bass guitar, and French horn. Around the age of 20, he started playing professionally in New York City. He’s opened for such bands as The Spin Doctors and Little Feat. He’s also toured throughout Europe and has his own band - The Black Tails - who have just released their first record.

If not for his musical talent, Peter might not have met his wife Meghan. “Some time in 2002, both of our bands were playing CBGB’s in New York,” he recalls. “We were doing our sound checks and started talking.” It’s been a harmonious collaboration ever since.

Though their musical homage seems like it’d been written by a QVC veteran, Peter only joined us in July after working in New York’s advertising industry. His first exposure to the company was somewhat of a trial by fire in the form of our brand initiative. The new logo and ad campaign were scheduled to launch in about two months after he arrived. Luckily, this monumental task was made easier by his new team members... and not just the

ones in Marketing. “One of the first things I noticed was the involvement from other departments,” he recalls. “Ideas came from all over. I know we talk about breaking down silos, but truthfully, I haven’t encountered them yet.”

This cultural difference might explain another phenomenon he’s noticed about QVC. “The advertising scene in New York has such a high turnover,” Peter explains. “People work in a firm for one year... maybe two. When I got here, I met people who’ve been with QVC for 16 years... 20 years... I was amazed!” It’s a far cry from the hectic environment of New York City, but his few months at the Q have made him miss it less and less. “New York can be very nasty sometimes,” Peter admits. “There’s none of that here. Everyone’s very friendly and it’s a great place to work.”

His new family at QVC looks forward to many more (free) concerts from Peter and Meghan.

ENJOYING BENEFITS FROM THE SUPERVISOR DEVELOPMENT PLAN

by April Crisnaire

Since its inception in 2005, the Supervisor Development Plan (SDP) has been offering QVC's Customer Fulfillment Services team a one-of-a-kind development opportunity. The year-long program combines on-the-job training with classroom instruction and broad business exposure, including two trips from each participant's home site to Studio Park. These visits offer SDP participants the opportunity to learn from corporate leaders and give them an understanding of how key departments work that affect their areas of the business.

The plan focuses on the development of two key areas of Customer Fulfillment Services:

- Newly-hired Supervisors who have previous supervisory experience, but seek overall QVC business knowledge.
- Associate Supervisors, coming from our hourly employee ranks who have shown potential, and require experience needed to become a Supervisor at QVC.

EVP Customer Fulfillment Services **John Hunter** says that by focusing on this important group of team members, his division is able to increase its leadership depth while giving new hires the tools necessary to succeed in their QVC careers.

"The SDP is truly a win-win situation for QVC and our talented team members," John explains. "Plan participants experience an invaluable development opportunity, while our entire team benefits from the training and knowledge each graduate receives." John adds, "Finding qualified supervisors

has been a challenge for us. This program affords us the opportunity to grow our own Supervisors and to develop Supervisors hired externally in the way QVC likes to do business."

So far, 118 Supervisors have completed the plan, including 16 Associate Supervisors. St. Lucie CS Supervisor **Lorraine Downing**, a 2006 grad, applauds the program for advancing her QVC career.

"I was fortunate to be selected for participation in the Supervisor Development Plan, which is a wonderful opportunity for advancement within QVC," Lorraine shares. "We learned how to achieve department and site goals, develop and coach representatives, and assist the representatives with possible issues or concerns. I am very grateful that I had the chance to pursue a career as a CS Supervisor."



Congratulations to the 44 2007 SDP Graduates!

CHESAPEAKE
Laura Gennity
Marieo Henry
Lesley Silva
Teresa Turner
Charlene Willis

LANCASTER
Teresa Allen
Mike Asroff
Jennifer Ernst
Wayne Foland
Allan Gore
Eric Horn
Ron McGettigan
Christina Miller
Wilbur Miller
Rick Montanez
Linda Pearthree
Ray Smith

ROCKY MOUNT
William Grady
Charlie Smith

ST. LUCIE
Eddie Arruda
Joanne Bendel
Aniko Csibi
Brian Furjanic
Kim Stoddart

SAN ANTONIO
Patricia Martinez
Michael Rios
Bruce Baldwin
Steven Hupp
Kevin Lyman

SUFFOLK
Todd Burns
Theo Collins
Christina Daye
Ed Durham
Philip Owens
Jerry Phelps
Necole Salley

WEST CHESTER
Philip Che
Robert Dudley
Diane Ferry
Bill Gravely
Barbara Krasulak
Victor Mocariski
Lynn Tamburri
Kevin Woolpert

iQ&A

FASHION DESIGNER & TV PERSONALITY
CARSON KRESSLEY



Interview by Jon Reed

At what age did you know you wanted to get into fashion?

I think it was around the 4th grade. I would look at the kids in the playground and think, "If only Peter was wearing John's shoes. And if only John was wearing Debbie's jeans." Then I would get hit in the head with a dodge ball.

Did you always want to be a designer?

I kind of stumbled into it. I graduated from Gettysburg and my first job was with a non-profit agency in New York City. Then I realized that man cannot live on non-profit alone... especially in New York City. So, I started looking for well established companies that had a taste for quality, and I finally ended up with Ralph Lauren. I didn't go to fashion school, but I learned everything I needed to know just working at that company. It taught me so much.

How did the *Queer Eye* gig come about?

When I was working for Ralph Lauren, a co-worker told me she heard on the radio that they were casting for this new show. She said, "You have great taste. You should audition." So, I went down to the audition, and honestly, I didn't really care. I had a great job and if I didn't get the show, it wasn't going to be a big deal.

How do you feel you handled your sudden national celebrity after *Queer Eye* became a hit?

Well, I always felt a little famous on the inside. It's funny. You hear about "overnight sensations," but literally, I went through the airport after the show came out and I had men coming up to me saying, "My wife's your number one fan!" It was surreal.

The best part about it is that it allows me to work with so many celebrities for good causes. When you're a normal person and you have great ideas for charities or fundraising events, no one listens to you. When you're a celebrity, suddenly people are interested to hear what you have to say and they're eager to make them happen.



You have your first *Today's Special Value*® today - a Wool & Cashmere Peacoat.

What made you decide this was the piece that was going to be your first TSV?

Well, you never forget your first TSV! It's an amazing piece of clothing. Plus, I think it's the type of piece that really isn't shown that often. It's something every woman can have in their wardrobe and feel good about it. I actually showed something similar to this when I first debuted last year and it sold really well.

Did you always want to have your own fashion line? What was the inspiration for Perfect!?

It was in the back of my mind for a couple of years. I always felt that many women don't seem to have a lot of great basics in their wardrobe. That planted the seed. I wanted to develop a collection of pieces that every woman should have in their closet.

Did you watch QVC before you came here?

I did! But it wasn't really about the shopping. It was more about the hosts. I always loved watching Mary Beth Roe! The hosts are kind of like friends who are right there when you turn on the TV.

What do you feel is the biggest mistake people make when it comes to fashion?

I think we are living in a very casual society. There aren't really any fashion role models like there were in the 50s - Audrey Hepburn for example. So, people don't really know how to dress. There's not a lot of thought put into their wardrobe anymore.

Are there any trends right now that you think are big fashion faux pas?

Well, it seems gaucho pants are making a comeback, and I'm thinking, "What? It never looked good the first time!"

Actually, I'm not big into trends. Not all trends work for every person. If something looks good on you, I say wear it.

What would you change about my outfit (I was wearing a black T-shirt under a light blue dress shirt, black khakis, and black shoes)?

Oh! Well, first I would lose the dark T-shirt. It makes the outfit a little too "uniformy." And I'm not sure what's going on with your shoes. They're kind of half army boot, half shoe. What kind are they? (I told him they're Skechers) Skechers? They look a little "Sketchy."

What has been the best part about working with QVC?

The food in the cafeteria! They bring me these Snicker doodles every time I'm here and I love them! And of course, the QVC staff. They are the ones that make it all happen and make the process fun to boot! Pun intended!



EAST TO WEST

Annual EHS Program Leadership Seminar: "One Accountability"



In August, the Environmental, Health and Safety (EHS) department presented the annual EHS Program Leadership Seminar, held in the "Charm City" of Baltimore, MD. Over 40 individuals attended the event, with representatives from each of the Distribution Centers, the San Antonio Call Center, Studio Park, and the West Chester Operations Center. As always, the seminar was built around a key theme, with Accountability being the focus this year. The seminar agenda included a variety of topics, all of which tied into the common message that everyone in the organization must recognize their own accountability in preventing accidents and supporting the company's goal to achieve and maintain an injury-free workplace.

In addition, each site was given the opportunity to share their own EHS accomplishments and challenges so that all could learn unique and effective ways to improve performance and increase employee involvement in the program. At the conclusion of the seminar, each site was asked to develop performance goals using the SMART goal setting process (Specific, Measurable, Attainable, Relevant, and Time-Bound). These goals are being presented to QVC's senior management to demonstrate each site's commitment towards achieving the goals and eliminating accidents from our environment.

Special thanks go out to our keynote speaker, **Mike Barrett**, Vice President of Distribution Site Operations. Mike shared his insight on EHS program objectives relative to QVC's business values and accountability at the company and individual level.

Submitted by Bob Deist, Manager EHS and Health Services

Can We Talk?

September 27 was a particularly busy day for comedienne, jewelry designer, and fashion diva Joan Rivers. She had the *Today's Special Value*® later that evening at midnight - a Collector's Edition Set of Keepsake Surprise Boxes - and she was celebrating her 17th anniversary at QVC with 13 hours of programming that weekend. All this, and she had time to chat with the team at Studio Park for a special Q-In hosted by Program Host **Lisa Robertson**. Lisa and Joan talked about her career, her family, and her time with QVC. Needless to say, Joan had her audience in stitches as she relayed many of her favorite stories and a few insights into some big-name celebrities.

More smiles were brought to the team later that night as Joan's *Today's Special Value*® sold out during the midnight hour!

Submitted by Jon Reed, Sr. Communication Specialist



Distribution Sites Observe Safety in September

The Lancaster Distribution Center celebrated Safety in September with a visit from Casey the Cone. Casey took the time to remind everyone about the importance of workplace safety. The famous mascot was quoted as saying, "Safety is the way...every day!"

Meanwhile, The West Chester Jewelry Distribution Center focused on Safety in September with a visit from Sally the Safety Bee. Sally reminded everyone to "bee" safe, and stay focused on safety procedures!

Submitted by Yvonne Newcomer, Executive Assistant and Kristi Klindienst, Executive Assistant



QVC San Antonio Celebrates Customer Service Week

From October 1st to 5th, QVC San Antonio celebrated Customer Service Week by taking the CS Department to the movies. A conference room was transformed into Customer Service Cinemas, which featured movies based on a daily theme: Laughter is the Best Medicine, Texas Pride Day, and Best Business Attire. Customer Service week also included daily drawings for DVDs, a Cleanest Joke Contest for Comedy Club tickets, and a "Thank You" parade!

Submitted by Mike Rios, Supervisor

Halloween Comes Early to Rocky Mount QA

The Rocky Mount Quality Assurance Department certainly does their share to uphold the Distribution philosophy of *Delivering a Promise in Every Box*. In September, scary Halloween costumes, decorations, candles, etc. came pouring in for inspections. The QA team was thrilled to check the mummies, butlers, and witches for such things as ease of assembly and clear directions. The team at Rocky Mount hopes everyone had a safe and Happy Halloween!

Submitted by Retha Arrington, Administrative Assistant



COMMUNITY AFFAIRS UPDATE

by Anna Cardwell

Please check out the QVC Cares portal page on myQVC, which can be located in the green Information & Resources section on the left side of the screen. If you are interested in submitting a charitable request to QVC Community Affairs, please forward your request to our email address: qvccares@qvc.com.

Wrap-up:

On September 20, members of the Suffolk Community Affairs Committee presented a check in the amount of \$1,000 to the CFO of the Foodbank of Southeastern Virginia. These monies were donated to the foodbank to support the "Kids Café" program, which was founded by America's Second Harvest - The Nation's Food Bank Network and is administered locally by the Foodbank of Southeastern VA. It is a place where needy children aged 5 through 18 can receive free, nutritious evening meals in a safe, supportive environment. This donation will go to support the more than 25 Kids Cafe locations in Chesapeake, Norfolk, Virginia Beach, Portsmouth, Suffolk, and the Eastern Shore.

On a bright sunny Saturday, with temperatures reaching in excess of 92 degrees

Fahrenheit, members of the Suffolk QVC Community Affairs Committee, and some members of their families, converged on the hamlet of Franklin, Virginia. The mission: To support the 2007 Alzheimer's Association Memory Walk. These individuals under the coordination of their team leader, Lenora Jackson, made up the QVC Cares Walk Team. They braved the heat and all members completed the one-mile walk, and enjoyed the post-event festivities. The Alzheimer's Association Memory Walk is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Through the QVC team's efforts and with the assistance of the Community Affairs Committee, the team was able to donate \$2,026 in monies and product to the cause, proving once again that "QVC CARES."

QVC St. Lucie's Annual Chili Cook Off event was held from September 18 through September 23 at the St. Lucie Fair Grounds. They successfully raised over \$1500 to be donated to the Exchange Club CASTLE (Child Abuse Services, Training, & Life Enrichment). This organization strives to improve the quality of family life and prevent child abuse and neglect by providing community education, support, and resources for parents in need of assistance on the Treasure Coast and Okeechobee County.



QVC San Antonio was a Gold sponsor for the annual San Antonio Aids Foundation "Walk for Life" on Saturday, September 29 at beautiful Woodlawn Park. Their walk team proudly sported their new iQdoU? T-shirts for this very important event. SAAF has a dual mission to provide compassionate medical care and social services to people with HIV/AIDS, and help prevent the spread of HIV through education and testing.



Upcoming Events:

Chesapeake will sponsor and form a team, Malcom's Marchers, for the March of Dimes' WalkAmerica event to be held November 3. Several fundraisers are planned, including a bake sale and a team challenge to see who can collect the most dimes. GM **Malcom Mitchell** will serve as Honorary Chair.

Chesapeake is a sponsor and will have walkers for the Jingle Bell Walk for Arthritis on December 1 at Old Dominion University.



TO YOUR HEALTH

Thanksgiving dinner at the Goodwin home

by Mark Goodwin



Thanksgiving: Food, family, and football. Does it get any better? The culinary foundation of the Thanksgiving experience includes the traditional family breakfast, snacks, entrees, and desserts. Many of these customs date back a long time.

In our home, the food I place on our dining room table at 8 am gets changed four times until 9 pm. We have fresh baked breads, fruit, and something hot at 8:00 am; wings, baked mozzarella, extra sharp cheddar cheese, and crackers (football munchies!) at Noon; afternoon appetizers at 4 pm; a dinner extravaganza at about 7:30 pm (my son works late in a kitchen – big surprise); and my wife's traditional dessert buffet at 9 pm.

Every year, we make the same toast: "Nothing is more important than family and friends." So to all my QVC Family and Friends, who I have been lucky to work with for fourteen years, I say, "enjoy all your traditions, time together, and family recipes on this great holiday. Moderation not elimination starts again the next day."

BY THE NUMBERS

September Operational Results

by April Crisnaire

125,881 new customers

13 Today's Special Value® product sell outs

Over **9.3** million units shipped

Over **92.5** percent shipped on-time

Over **11.6** million calls handled

83.3 percent monitored calls receiving an outstanding rating

67,881 live chats conducted

60,935 emails answered

1,053,569,927 packages shipped in the history of QVC as of 10/01/07



Coming Soon...

MAKING A DIFFERENCE
IN FLORENCE

WHAT IS CR24?

THE GUARDIAN AWARD

iQ Contributors

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