



best creative events—best teambuilding activity

Nutro Family Builds Back a Community

role.

Nutro, a pet food company, was conducting their annual sales meeting in the area and wanted to create an activity for 150 attendees from their national sales team. In the past, attendees have played golf and had other social activities. The client wanted to engage the attendees by creating a project that gave back to the community, supported the Nutro mission, had an impact on animal welfare, and provided a bonding teambuilding opportunity. The result was a multi-layered service event with a teambuilding focus.

On May, 20, 2013, the Orr Family Farm and City of Moore, Oklahoma, suffered major damage from being in the direct path of an EF-5 tornado. The farm consisted of horse stables, a petting zoo, an animal barn, and carousel rides—all demolished and mangled following the tornado, with over 70 horses killed. In less than a year, the gates to this community icon have reopened thanks to wonderful volunteers.

rebuild.

The 150 volunteers arrived by bus to the Orr Family Farm and were greeted by Dr. Glenn Orr and the farm staff. Dr. Orr shared information about the farm and the damage caused by the tornado. Volunteers divided up into teams to:

- **Rebuild the Pony Fence.** Currently, the ponies were in a small enclosed pen with little room to move around. In less than four hours, the Nutro team built a fence spanning over 6 acres. The ponies were released into the pen at the end of the program.
- **Organize the Moore Animal Shelter.** Following the tornado, the Moore Animal Shelter had to rebuild. Volunteers built shelves and organized supplies for the staff as well as walked dogs.
- **Build Dog Houses.** 50 dog houses were built, painted, and distributed to families who lost their dog houses during the tornado.
- **Debris Removal.** Volunteers canvassed acres and ponds to collect debris from the tornado. Mounds of debris were collected and removed over the course of the day.
- **Pet Memorial Garden.** Volunteers worked together to build a pet memorial garden in honor of all the animals lost on May 20, 2013. New trees, plants, and a bench with all the volunteers names were created at the entrance to the Orr Family Farm.
- **Dog Food.** Four pallets of dog food were hand unloaded by volunteers and distributed to the Oklahoma City Humane Society and Moore Animal Shelters.
- **A Few Surprises.** In addition to all the activities, the afternoon concluded with the raising of the American flag and national anthem. The Nutro family also donated a pallet of food for the ponies and landscaped the front of the Orr Family home. Dr. Orr and the staff distributed homemade fudge and hugs to all the volunteers.

reward.

There were many challenges in coordinating this program, but all were overcome with research and collaboration. It is not every day that we build a 6-acre fence in four hours. We executed elements in advance (digging holes and setting the posts) that would allow the volunteers to stretch the fence and run the top rail. The fence was divided into four quadrants with a team, along with a team lead from our company, to guide them in their project. The dog house build, debris removal, pet memorial garden, and activity at the Moore Animal Shelter all had trained team leaders with the support of volunteers.

We achieved the client's goal of creating a program that benefited animals and the community as well as bringing the Nutro team closer together. The Nutro family left a huge imprint in Moore to be felt by the community for decades to come.

factor **110**
factoring in the difference

