



THE MAIN STREET DIARY

“It All Started on Main Street, U.S.A., in 1955. Keep the Main thing, the Main thing... and the Main thing for Walt Disney World® Operations is the Guest and Cast.”

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Our Vision



Walt Disney World® Resort will always be dedicated to making dreams come true. In this magical world, fantasy is real and reality is fantastic. A wonderful sense of community awaits, where all are greeted as welcome Guests and become cherished friends. For all who work and play here, *Walt Disney World®* Resort will be a source of joy and inspiration.

**“In This *Magical World* . . .
Reality Is Fantastic!”**

Disney Guest Correspondence:

Here is a story about how a young girl who accidentally appeared in a picture of my brother and me with **Winnie the Pooh** taken by my parents in the *Magic Kingdom®* Park in 1976 later became my wife.

We never met until we attended Nursing School together years later, and she saw the picture in our family album and recognized herself standing behind me (I was age 9 and my brother was age 7). *Magic* did indeed happen for us at the Kingdom. Sincerely,



© Disney

In 2000 my fiancée and I were showing her two children pictures of my first trip to the *Walt Disney World®* Resort in 1976, prior to taking the children on their first trip to Disney World.

We came across a picture of my brother, then age 7, and I, then age 9, posing with **Winnie the Pooh**. Directly behind me stood a little girl we did not know.

Years later while we were going through our old pictures, we came across the picture with my brother and I and **Winnie the Pooh**. My wife picked up the picture and exclaimed, “That’s me standing behind you!” I said, “You must be kidding.”

But she wasn’t. She showed the picture to her mother, who verified that was indeed her.

We still look at that picture and wonder what the odds are that two people, who grew up in the same area and wouldn’t meet until years later when we attended Nursing School together, could be framed in the same picture taken at Disney World in 1976.

We’ve been married for seven years and visiting Disney World is still our favorite vacation.
Sincerely,



Now this is an incredible story about the magic that takes place here at the Walt Disney World® Resort. Our Guests come from every walk of life, enjoying their vacations with friends and family. Who are they . . . and who will they become?

There is a dreamer in all of us, and I always hope we will be a place and Company that inspires others and their dreams. . . . Erin



Erin’s Main Message to Leaders



By: Erin Wallace, Senior Vice President, Operations

Engagement – A Refresher

In The Basics . . . Leader Update Sessions, we touched upon the subject of **Engagement**. This article will serve as a refresher to the subject to keep it fresh and top of mind prior to our further discussion of The Disney Leader Basics.

We sourced some very important information from the Corporate Leadership Council (CLC) for our work regarding *engagement*. ***They define engagement as the extent to which employees commit to something or someone in their organization and how hard they work and how long they stay as a result of that commitment.***

There are two types of commitment:

Rational Commitment: The extent to which employees believe that managers, teams, or the organization are in their self-interest.

Emotional Commitment: The extent to which employees value, enjoy, and believe in their jobs, managers, teams, or organizations.

There are two outcomes of commitment: discretionary effort and intent to stay. Both of these outcomes lead to stronger performance (great Guest service) and a more stable workforce.

Discretionary effort is described as an employee’s willingness to go “above and beyond” the call of duty (The Disney Service Basic No. 4), such as helping others with heavy workloads, volunteering



for additional duties, and looking for ways to perform his or her job more effectively.

The CLC conducted a lengthy and thorough study of the commitment levels of employees in many companies in the U.S. workforce. Their results were presented in the Leader Updates and received many curious comments.

Approximately 13 percent of the overall workforce are highly uncommitted. This segment of the workforce is made up of poor performers, putting in a minimal effort. They are four times more likely to leave the organization than the average employee.

The largest segment of the workforce, 76 percent, is “up for grabs,” neither fully committed nor uncommitted. These employees neither go to great lengths in their jobs, nor do they shirk their work.

The remaining 11 percent of the workforce are the highly committed “true believers.” Most all Cast Members mentioned in *The Main Street Diary* are the true believers. They are higher performers who frequently help others with heavy workloads and are constantly looking for ways to do their jobs better. They are half as likely to leave the organization as the average employee.

We must concentrate on the 76 percent of the workforce known as the “up for grabs.” Through the work of the CLC, we know that Leaders have a huge influence on moving these fence sitters into the more highly committed Cast population. The other thing we know is that the Leader has the most to do with influencing the *emotional commitment* of the Cast Member. It is the *emotional commitment* that we are considering the “sweet spot,” as it has everything to do with the Cast Member trying to perform his or her role (or not trying).

There are many levers which improve the *emotional commitment* of Cast Members. Most of the levers that do the best job at moving the commitment level of a Cast Member, however, are in the Leader’s control. Thus, we created The Disney Leader Basics:

- I demonstrate commitment to Cast Members.

- I know and manage my Operation, and I teach it to Cast Members.
- I lead and monitor Cast performance and operational improvements.

“I can make a difference for a Guest and a fellow Cast Member.”

Through the next several issues of *The Main Street Diary*, we will begin exploring The Disney Leader Basics in much more depth. Stay tuned!

PS: My confidential voice mail is 8-264-2020 (407-560-2020). Please leave me a message with any questions or concerns you may have. Thank you. . . . Erin

Where Dreams Come True



Magical Moments From Around “Our World”

Disney’s Caribbean Beach Resort Magical “Mornin’, Mon!”



Every Friday morning, 80 Cast Members get on pargoes, play music, and travel around the promenade blowing horns, handing out beads, and welcoming Guests to *Disney’s Caribbean Beach*



Resort. When the Guests are out in the morning, jogging, running, or dining in the restaurants, they enjoy seeing how happy the Cast is at the resort. The Cast say that their favorite part of the parade is actually speaking to the Guests. It truly energizes the Cast . . . and they look forward to coming to work because it is so exciting! ☺

Epcot® - Germany The Pickle Story



The Pickle Story, created by a glassblower in Germany, is where a pickle is hidden in a Christmas tree. Ten times a day the Hosts and Hostesses look for young children to participate. First they tell the story to their young Guests, and then the children have to find the pickle in the Christmas tree. The child who finds it gets an extra present and a Magical Moments certificate. This makes the entire family very happy because their children are having fun in the Christmas shop. ☺

Transportation – Watercraft Honorary Hornblower



Five times a day, a young Guest is selected to be the Co-Captain on one of the boats traveling from the *Downtown Disney®* Marketplace to Port Orleans, Old Key West, and Saratoga Springs. The young Co-Captain is introduced to the Crew (the Guests on board) and gets to blow the boat horn at each stop and announce the location. In addition, he or she receives a special button and Magical Moments certificate. This is all about making someone feel special . . . and it does!! ☺

thebasics

When we know our Purpose and Our Role—to make sure that every Guest who comes to the *Walt Disney World®* Resort has the most fabulous time of his or her life—and when we do things that give pleasure to our Guests in new and unusual ways, we can “*make a difference*”!

thebasics



The Disney Service Basics are simplified performance expectations that enable our Cast to do what they do best . . . deliver our legendary Guest service.

They were developed from what our Guests told us they want from our Cast . . . who agreed, took ownership of the Guest experience, and created . . .

The Disney Service Basics

➤ I project a positive image and energy.



- I am courteous and respectful to all Guests, including children.
- I stay in character and play the part.
- I go above and beyond.

Every week we receive hundreds of letters and e-mails from our Guests sharing with us the *magic* of their *Walt Disney World®* visit . . . and what they want to talk about most is their interactions with you, our Cast!

Here are direct quotes from a few of our Guest messages that show how important your delivery of The Disney Service Basics is to their *Walt Disney World®* experience.

I project a positive image and energy.

“There are three Cast Members who need to be bragged on. The first is **Mike Bianculli** at Restaurantosaurus in Animal Kingdom. He did an outstanding job in attending to us and making sure our Character Breakfast was memorable. The second is **Saul Issac**, the Bus Driver. He was taking us to the *Magic Kingdom®* Park, and he made the journey fun and enjoyable. He had everyone on the bus singing Disney songs and was giving fun facts about Disney. The third was **Joyce Wasson**. She was also a Bus Driver, and she was very helpful and courteous. Thank you for making our trip to Disney one of my best. We had a great time and can’t wait to come back.” . . . *e-mail from Guest Family visiting February 3-7, 2007*

“. . . I realized I had lost my wallet . . . A Cast Member directed me to the Guest Relations area in the park. There I met **Kat Donnan**. **Kat** was not only sympathetic but very helpful. She managed to contact my resort and have my room key/tickets canceled and replaced, replaced my length-of-stay stroller rental tickets, and put me in contact with Chase credit card services. That was all I needed and more. I think anyone would think that was sufficient; but we are talking Disney. It did not appear that **Kat** wanted me to go away satisfied but HAPPY! ☺ **Kat** supplied us with a coupon for four free ice creams and VIP seating for Fantasmic! Is

that all? No! **Kat** was able to perform all of these great things and get us back on track to our visit at MGM in under 30 minutes. Now that’s *Disney magic!!!!*” . . . *Letter from Guest Family from Alabama visiting in February 2007*

I am courteous and respectful to all Guests, including children.

“Our daughter is in a wheelchair. Wow . . . was I impressed. Every detail of our stay from our rooms at *Disney’s Pop Century* Resort to all staff who were all soooo accommodating. Your transportation system was the finest I have ever seen. I was so amazed what my daughter could do at Disney, from the accessible rides and shows. It was truly amazing. . . . It was hard to find a long change table that would accommodate her in a private area. When we were in Animal Kingdom, I happened to ask a staff member who was cleaning the washroom. Her name was **Donna Hancock**, and she walked us to a companion washroom that had a long change table to accommodate our daughter. She truly went out of her way.” . . . *e-mail from Guest Family visiting in January 2007*

“Our nine-year-old son lost his lanyard with 13 of his most prized pins while eating at Restaurantosaurus. We headed to Guest Relations . . . and this is where we met your employee **Kenny Kuhn**. He happened in to Guest Relations and immediately began to speak to our son. He told him to stay positive. Not only did he sit down with him but also with his two younger brothers. He entertained them for quite a while. After about 45 minutes, we were told the lanyard was not found. My son was very upset. At this point, **Kenny** jumped up and asked us to follow him. We went with him to the Island Market where he works. **Kenny** went inside and came out with a beautiful birthday pin and a couple of his own personal pins. He gave them to our son and told him he was saving the pins for a long time for someone special and that our son was that special person, and this was the right time. Wow, did he bring tears to my eyes. We just need to let you know what a wonderful, generous, kind-hearted employee you have in **Kenny**. He knew just what was needed to help the situation. What an asset he is to your Disney



family.” . . . *Letter from Guest Family visiting from New Jersey in January 2007*

I stay in character and play the part.

“ . . . the best was the Jungle Cruise in which **Ronda Belcher** was the so-called swimming instructor and alligator wrestler. For the cruise, she asked my grandson if he would like to be the coxswain or first mate. Needless to say, he was thrilled! Not only did she make him feel special, but her whole memorized spiel was tailored in a special way, something I have never heard before; and my wife and I have been on this ride many more times than I care to count.” . . . *e-mail from Guests visiting on February 8, 2007*

“While in the Germany pavilion, I bought a pickle ornament from the Christmas shop. **Annika Vom Dorp** was at the register and put a piece of paper in the bag, which described the importance of the pickle to German Christmas tradition. This led to an interesting conversation about many things. We discussed differences between Germany and the United States, how she got this job, and places in Europe we would like to visit . . . I just wanted to express my appreciation to the Company for hiring great employees and *encouraging this kind of interaction*. Most importantly, I wanted to thank **Annika** for making this part of my trip informational and enjoyable.” . . . *e-mail from a Guest visiting on January 7, 2007*

I go above and beyond.

“**Amy Dimack** has, over the course of the last two days, provided me with what I believe to be service above and beyond the call of duty. In the absence of a business center here at *Disney’s Old Key West Resort*, I’ve found myself in the desperate predicament of needing scripts and important documents printed late at night and having nowhere to print them. **Amy** offered to print these documents for me (using her e-mail account) and have them brought to my room, allowing me to be as productive as possible. I’m deeply in her debt; and after speaking to her the last couple of days, I’m sure that this situation is just one of many where she goes the extra mile for her Guests.” . . .

e-mail from a Producer from the Food Network Challenge

“We had dining reservations at Boma. We had just arrived in Florida, and our temporary Disney Dining Experience card was waiting for us at *Epcot®* Guest Relations. We hadn’t had a chance to pick it up. **Tiffany Choy** and **Char Robertson** at Animal Kingdom Guest Relations were wonderful. **Tiffany** sent **Char** (who volunteered) to personally pick up the temporary card at *Epcot®* and bring it to Boma . . . **Char** missed her clock-out time. **Char** made it within plenty of time for our reservation and sincerely did not mind at all going home late. Because of the efforts of these Cast Members, we had our 20% discount, the best dinner ever, and the memory of **Tiffany** and **Char** doing everything they could to make a *magical* memory for us!” . . . *e-mail from a Guest Family from Irvine, California*

Thank you for making our Guests’ dreams come true!

Reminders For Cast Members

So You Know Before You Go . . .

Spring Holidays Block-Out Dates:

- **April 1-14, 2007:** 20% Cast Dining Discount
- **April 1-21, 2007:** 50% Off Food & Beverage
- **April 2-11:** *Disney’s Animal Kingdom®* Theme Park Admission
- **April 8-14:** Strollers and Wheelchairs

*Looking for something to share in your Pre-Shift/Homeroom Meetings?
Try the Following Important Information!*

Safety Message of the Week



Walt Disney World® Safety Hotline

SAFELINE is an anonymous messaging system for Cast Members to address a safety question or concern. Please leave a message at 407-WDW-SAFE (407-939-7233).

Driving Safely at the Walt Disney World® Resort

As Cast Members, we are all responsible for driving safely, heeding posted speed limits, and obeying traffic laws. These behaviors help us create a safe and secure environment for Cast Members and Guests.

During the Spring Break, it is especially important to be careful on our busy roadways. When driving through the Theme Park Auto Plazas, remember to follow the procedures below:

- Follow the posted speed limit as you approach the Auto Plaza
- Come to a full and complete stop
- Show valid admission: Cast Member ID or Main Entrance Pass. (Note: Nametags and/or costumes are not acceptable forms of admission)
- Wait for the Auto Plaza Cast Member to acknowledge you before proceeding with caution, and always watch out for pedestrians

In addition, it's a good idea to allow extra time to drive to and from your work location and plan for the unexpected, such as road closures, slow traffic, and weather issues. Be courteous to slower drivers, and be prepared for lane changes or other sudden behaviors. Avoid eating, smoking, talking on the phone, and other distractions while driving.

Remember, you are responsible for obeying posted speed limits and other traffic laws, regardless of other drivers or circumstances. Thank you for your cooperation.

Best Practices From Around "Our World"

The Safety and Health team recently partnered with *Disney's Animal Kingdom Lodge* Cast

Members in creating an educational brochure on how to prevent hand rashes.



The Disney Difference



Traditions Auditions Coming Soon

Auditions for the 2008 Traditions Assistants team will begin in April. Traditions Assistants participate in a 15-month cross-utilization experience where they facilitate the Traditions orientation classes for new Cast Members, providing them with an in-depth look at the heritage, history, and culture of The Walt Disney Company.

“They need to be a diverse group of Cast Members who want to share their excitement about this Company and who can share their story and heritage for this Company,” said Lynn Lawson, Heritage and Career Development Manager.

All applicants must have the support of their Leaders, as well as a work record that meets the eligibility guidelines as defined on the application. The application can be found on The Hub (formerly My Disney Team) on the Work tab; click *Disney University Learning Community* >> *Walt Disney World® Traditions Program*.



Traditions Audition Information Sessions will take place on:

April 14 – Disney University, 1 p.m.-3 p.m.

April 16 – Casting Center, 5 p.m.-7 p.m.

April 18 – Disney University, 5:30 p.m.-7:30 p.m.

April 20 – *Epcot*® Cast Services Building, 10 a.m.-12 p.m.

April 24 – Disney University, 9 a.m.-11 a.m.

April 26 – Disney University 4:30 p.m.-6:30 p.m.

Anyone interested must attend one of the sessions listed above.

The Disney College Program



Leadership Is About Doing the Right Thing!

Each and every one of you will be in a situation where you have to stand up and face making a decision yourself. There will be no one to ask what's the right thing to do. Great Leaders already have thought about such things, and they know exactly what they will do when one of these situations arises.

Make sure you have thought about what you will do when you are faced with being offered drugs or are at a party and drugs are being used. Make sure you know what you will do if someone is intoxicated and wants to drive his or her car with you in it. Make sure you know what you will do if someone is intoxicated and wants to drive a car. Make sure you know what you will do if you know that someone is stealing. Make sure that you know what you will do when anything dishonest, unethical, against the law, or just plain-old stupid appears in front of you.

Know now that you would say “no” and just get up and leave that party where there are drugs. Know now that you would not get into a car with a driver who is intoxicated; and if a driver is driving like a

fool, that you would insist on being let out no matter if it is in the middle of nowhere or not. Make sure that if someone is intoxicated you do not allow that person to drive. Make sure that if you know that someone is stealing you will report it.

Make sure that you have thought about these things in advance, and make sure that you understand you might receive some grief and harassing from some of your so-called friends when you make these decisions—but remember also that you are you . . . and your reputation is yours alone . . . think about it this week!

You Can Never Learn Too Much!

The *Walt Disney World*® Resort is world-famous for the learning opportunities we provide our Cast. While you are here, we hope you are taking every opportunity to learn as much as you can. Have you:

- Visited the Disney Learning Centers?
- Attended a Career Insights session?
- Checked out all the resources available on **The Main Street Diary** module of The Hub (formerly My Disney Team)?

Look for these resources this week at the Disney Learning Center:

- *Leadership/Rudolph W. Giuliani (11000 Giu) book*
- *The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You/John C. Maxwell (11310 Max) book, audio CD, audio cassette*
- *The Excellence Book: 104 Principles for Living and Working/Dana LaMon (44000 Lam) book*

Your Community



DisneyHand—Tip of the Week

Our Company's focus for our community is DisneyHand—Helping Kids Shine. Each week in



The Main Street Diary, we will share with you a “tip” on how you can be a part of making children feel special.

It’s something that’s easy to do . . . there is no cost involved . . . and it will be worth millions to the child receiving it!

Set clear boundaries and expectations for your children.

For more information on DisneyHand—Helping Kids Shine, please visit our site under the *Disney Difference* tab. You can also find out how you can get involved as a Disney VoluntEAR.

struggle more than most every day, to be given a break on this special day. It helped us see twice as much in half the time it would have otherwise taken. And most importantly, *it made our visit a time to remember rather than a memory of merely surviving the day.*

Thank you for all you do. I might suggest that if you do not already do so, you might have complimentary passes for those accompanying individuals who need individual assistance. The cost for caregivers gets rather steep if they are footing the bill for those in the care as well as themselves. I hope to come again some day and take in another of your attractions. Sincerely,



Our Guests, who utilize the special Guest Assistance passes, are our cherished friends who often times can only endure the visit with this access. We are in the business to create cherished memories for ALL. . . . Erin



Respect For Diversity & Inclusion Respect Appreciate Value Everyone



A Time to Remember! ☺

Dear Guest Correspondence:

Not a question, but a comment and heartfelt thanks. I traveled to the *Walt Disney World*® Resort in Florida in November with my adult daughter with a disability. We attended the *Magic Kingdom*® Park, as it had been her wish since she was little. She had so many surgeries and injuries and recoveries that we were not able to make the trip until she was 20.

I was told to go to Guest Relations upon arrival. A delightful man helped me named **Josh Morin**. I explained that my daughter had a disability, fatigued easily, had a bad knee, and had autism. I asked if he could help us enjoy/survive the day. He gave me a pass so that we could go in the accessible entrances, and he saved the day. *I know you do this every day, but never forget what a blessing it is to the children and families and adults who have to*

