



# Laying Foundation

Pre-Event Strategy



**Jenna Winder**

**Public Relations & Event Management**

Kloepfer End of Year/Season Event  
The Preparation of Event

Client John Kloepfer  
Dec. 2025



This document outlines the pre-event planning and preparation process for Kloepfer Inc.'s end-of-year celebration.

It highlights the strategic approach used to coordinate event details, communicate with the client, and develop materials such as invitations, budgets, and presentation elements.

The project showcases the organization and foresight required to lay a foundation for Kloepfer Inc.'s event.

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# Executive Summary

## Background & Purpose

This project was all about delivering a successful, on-budget, and highly memorable Christmas party for Kloepfer Inc. in 2025. The company needed a polished event that not only celebrated the holiday season but also served as a genuine thank you to their employees. We managed the entire pre-production process, making sure every detail was aligned with the company's professional brand for this celebratory event.

The primary goal was to create a festive atmosphere for the annual employee holiday celebration, set for December 13th at 6:00 PM in Burley, ID. The core challenge was balancing a high-quality guest experience with a tight, efficient budget. The event needed to be easily communicated and professionally executed, setting a positive tone for the year's end.

## Key Goals & Outcomes

### High-Impact Invitations

We developed three distinct, professional invitation designs, ultimately selecting a simple, elegant style that clearly communicated the key details (Date: December 13th, Time: 6:00 PM, Location: 800 N Overland Ave Burley, ID). The designs were successful in creating buzz and ensuring clarity for the RSVP process.

### Budget Mastery

After an initial complex draft, we streamlined the budget into a few clear, manageable categories. This simplified approach ensured we stayed on track with our financial goals, making it easy for the management team to quickly review and approve expenditures. We successfully demonstrated that a high-quality event doesn't require an overcomplicated financial roadmap.

### Future-Proofing

We delivered not just a plan for this year but also a portfolio of alternative invitation designs and a tested, simplified budget template that Kloepfer Inc. can use for future events, saving time and resources down the road.

# Event Purpose

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## Fostering Community and Cultural Integration

The annual Kloepfer Inc. End-of-Season Holiday Celebration serves as an event designed to unify the company by bringing together employees from both the Burley and Twin Falls branches. Primarily, the gathering celebrates the successful culmination of the road construction season and the close of the year. Fundamentally, this event is centered on building and reinforcing the engaging community of the "Kloepfer Inc. Family." This core purpose is realized through recognizing the hard work and dedication of every employee, celebrating their contributions with a formal dinner service and a dedicated gift giveaway.

A key objective for this year's celebration is focused on cultural integration given the recent expansion of the workforce. To successfully onboard and align new personnel, the program includes a deliberate component dedicated to presenting the company's history. This is a strategic communication effort to ensure all attendees understand that the foundational narrative and values of Kloepfer Inc. are directly responsible for guiding its current operations and future success.

### Dinning Together

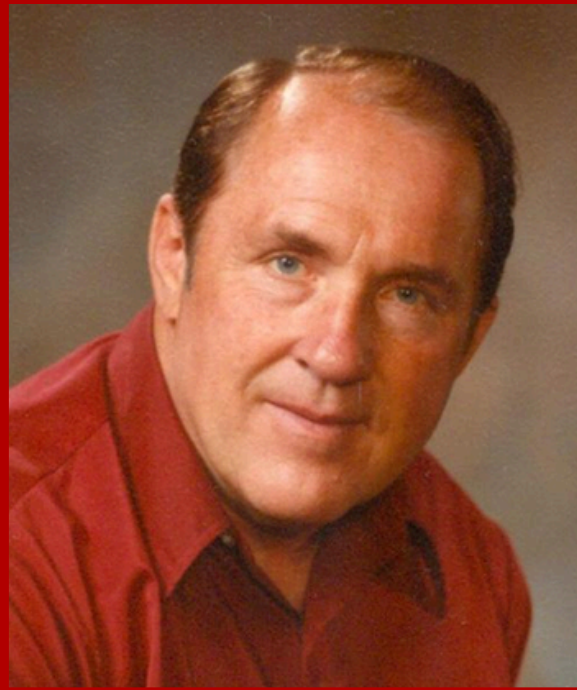
The formal dinner service is a foundational element in fostering the engaging community of the "Kloepfer Inc. Family" by providing a structured, comfortable environment for social interaction. By gathering employees from both the Burley and Twin Falls branches around a shared meal, the dinner actively facilitates cross-branch networking, informal communication, and relationship building that is difficult to achieve during regular operational hours. This collective experience reinforces the sense of unity and shared belonging, creating a relaxed, respectful setting where employees feel valued and encouraged to connect outside of their specific departmental roles.

### Gifts & Recognition

The program's focus on formal recognition and a gift-giving program is essential for reinforcing employee loyalty and acknowledging performance. This dedicated segment directly fulfills the event's primary objective of expressing gratitude for the hard work and successful contributions of the staff during the construction season. By publicly celebrating achievements and providing tangible tokens of appreciation, Kloepfer Inc. validates the efforts of its personnel, strengthens the psychological contract between the employer and employee, and promotes a positive feedback loop that encourages future dedication and productivity across the diverse workforce.

### Company History

The decision to incorporate a dedicated segment for presenting the company's foundational history is a strategic move aimed at cultural integration, particularly for new employees. Since the company's history is stated as the basis for its current operational success and values, sharing this narrative ensures all attendees, both long-term staff and recent hires, understand the shared roots and principles that guide the organization. This historical context solidifies the a sense of pride and continuity, and ensures every employee is aligned with the core values of the "Kloepfer Inc. Family" from day one.



“**When  
performance  
counts!**”

Kloepfer Inc. Moto

# About Kloepfer Inc.

## Frederick Paul Kloepfer

Founded in 1954 by Fred and Janet Kloepfer, Kloepfer Inc. began as Kloepfer Concrete, serving the agricultural community as farmers transitioned from dirt to concrete irrigation systems. What started as a small family business has grown into one of Southern Idaho's most trusted and reliable construction companies. Today, Kloepfer Inc. remains a proud family-owned operation, led by the second and third generations who continue to uphold the founding principles of integrity, hard work, quality, and outstanding service.

Headquartered in Paul, Idaho, with additional locations in Twin Falls, Burley, and Oakley, Kloepfer Inc. provides a wide range of construction and material services across the region.

The company specializes in site and road construction, asphalt paving, seal coat, chip seal, concrete delivery, gravel sales, and trucking services. Whether managing small residential projects or large-scale infrastructure work, Kloepfer Inc. delivers dependable results built on decades of experience.

Their slogan, “When performance counts,” represents more than just a phrase—it reflects the company's commitment to excellence and community trust. From grading remote country roads to paving major city streets, Kloepfer Inc. approaches every project with precision and professionalism. The company's long-standing reputation for quality craftsmanship and customer satisfaction continues to solidify its position as a leader in Southern Idaho's construction industry.

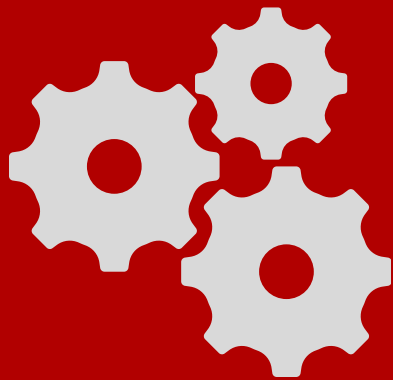
# Audience

## COMPANY FAMILY

Kloepfer Inc. employs over 200 diverse personnel, including year-round and essential seasonal staff. The event's primary objective is to serve as a formal expression of gratitude for a successful construction season, recognizing the significant contributions of this entire workforce.

The employee base includes both short-term and long-term members, reflecting a core organizational culture where leadership views its personnel as the "Kloepfer Inc. family." The event is strategically designed to reinforce employee loyalty, acknowledge performance, and solidify the inclusive corporate ethos modeled by the owners' active engagement with their staff in the field.

### FAMILY COMES IN ALL DIFFERENT SHAPES, SIZES, COLORS, AND MORE!



Mechanic  
Shop Worker



Secretary / Receptionist



CEO / COO  
Owner



#### Owners

**Fred, Carl, John, & Larry**

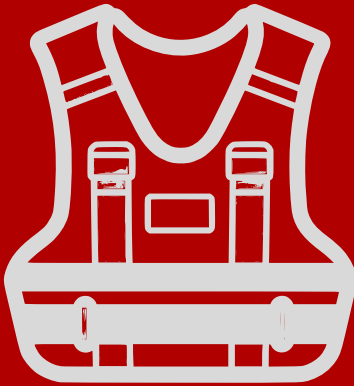
Father & Son Family Company. Started by the father and continued by sons & nephews who are of age.



Truck /  
Equipment  
Driver



Lab Tech /  
Plant Operator



Other  
Worker



#### Employees

**Truckers, Office Workers,  
Operators, & More**

All employees currently or have worked for Kloepfer Inc. during 2025. This includes full-time, part-time, and seasonal employees.

# Jenna Winder

## Event Management Specialist

I consciously chose the Kloefer Inc. annual event as the foundation for this case study because the project offers a perfect synergy between my core competencies and practical application in the PR and events field. My professional strengths are inherently suited for event management; specifically, I am highly adept at meticulous organization, proactive timeline adherence, and maintaining critical momentum, all essential traits for coordinating a successful large-scale corporate event.

Furthermore, I thrive on the dynamic energy and collaboration required for event execution, actively enjoying the process of coordinating diverse individuals to bring the overall vision to fruition. Fundamentally, this selection was driven by a powerful internal motivation: I genuinely enjoy, and excel at, this particular kind of professional work.

The decision to actively solicit Kloefer Inc. as the client for this project was strategically sound, leveraging a history of successful collaboration. Having executed projects for them previously, I hold a high regard for their team's professionalism and their commitment to clear, consistent communication, which is maintained even during their most demanding operational periods. This existing rapport significantly mitigates common project risks. Most critically, my intimate knowledge of the client's internal environment, including the nuances of their corporate culture, the specific logistics of this annual event, and their foundational history, gained from prior employment, provides a substantial competitive advantage. This unparalleled familiarity allows me to anticipate stakeholder needs, integrate the event's strategic cultural objectives (like cultural integration), and ultimately ensure a more targeted, streamlined, and successful delivery of the final event proposal.



# Event Coordinator

## Vendor Communicator

Vendor communication was my critical link, managing the venue, catering, and schedule. I proactively executed all client changes (like menu revisions) to ensure error-free, cost-controlled execution. This detailed liaison guaranteed a seamless, high-quality guest experience.

## History Presentation

My content role involved preparing the history presentation and editing the tribute speech. This was essential for cultural integration, quickly aligning new employees with company values. By polishing the tribute, I ensured the message of appreciation was impactful and reinforced employee loyalty and legacy.

## Designing Invitations

Designing the invitations was vital for setting the event's professional and celebratory tone. It was the first impression, communicating essential details while reflecting the corporate aesthetic. A professional design ensured high attendance and immediately signaled the significance of the employee recognition event.

## Planning The Dinner

The meticulous planning of the dinner service is non-negotiable because it serves as the most tangible reflection of the company's appreciation and the operational success of the event. It is the core activity where the goal of community building is realized, providing a structured, comfortable environment for employees across both branches to network and connect.

Furthermore, the planning phase—which includes detailed menu selection and budgeting—guarantees the meal is high-quality, accommodates all client mandates (like the protein requirements), and remains cost-effective.

Ultimately, a flawlessly executed dinner communicates respect to every attendee, validating their hard work and reinforcing the professionalism and care inherent in the "Kloepfer Inc. Family" culture.

# Responsibilities

My primary accountability centered on strategic communication and seamless coordination between all key stakeholders. This included acting as the sole liaison for vendor communication, managing all negotiations, logistics, and scheduling requirements to ensure every external service provider was fully aligned with the event timeline and specifications. Equally crucial was client communication, maintaining continuous reports on updates, gather feedback, and ensure all decisions, from final menu selections to aesthetic choices, received timely approval and accurately reflected the client's vision for the celebration.

A core creative and content responsibility involved developing the narrative elements critical for the event's strategic objective of cultural integration. I was tasked with preparing the history presentation slideshow, meticulously compiling visuals that effectively communicate Kloepfer Inc.'s foundational story to the attendees. Additionally, I took charge of refining the founder tribute speech for the client, editing the content to ensure it was compelling, appropriately structured, and effectively conveyed the intended message of appreciation and legacy during the presentation segment of the evening.

In terms of event branding and aesthetics, I oversaw the design and production of all event invitations. This involved developing a cohesive visual language that captured the intended atmosphere of the holiday celebration while adhering to the client's corporate aesthetic. The successful execution of the invitations was vital for setting the tone for the event and ensuring a professional and appealing introduction to the celebration for all invitees.

Finally, a significant functional responsibility involved detailed menu planning and budgetary control. This required extensive collaboration with the client to define the preferred catering style (buffet) and protein requirements, followed by meticulous work to acquire venue menus, model costs using complex spreadsheet analysis, and manage all subsequent revisions. My role ensured the final menu proposal was not only appealing and aligned with client preferences but also fully cost-effective and viable within the allocated budget parameters.

# Event Menu

## Menu Strategy & Cost Analysis



**Smoked Brisket**  
**Locally Sourced Beef**



**BBQ Chicken**  
**Locally Sourced Chicken**



**Shrimp Dish**  
**Specifically Requested  
by the Client**



**Pie Assortment**  
**Apple, Berry, Banana  
Cream & More**

## Holiday Menu 2025

Despite receiving limited initial direction on the event menu, I immediately took ownership of the strategy. I leveraged my deep familiarity with Kloepper Inc.'s past events and aesthetic to ensure the options reflect past events at Kloepper Inc.

I secured the venue's 2025 Holiday catering catalogue to establish the financial framework. My analysis began with a thorough cost projection, estimating the expense for 200 attendees across all possible main course selections.

I structured this complex pricing data into a comprehensive Excel model, calculating the precise total cost for every potential meal option. This detailed organization enabled me to strategically select and recommend the optimal, cost-efficient dishes for the client to review.

The full, financially modeled proposal was then presented to the client, providing them with all the necessary data to make their final informed decision.

## Buffet Menu 2025

Following the submission of the initial proposal, I received crucial additional guidance from the client that necessitated a strategic shift. The client communicated a strong preference for a buffet-style service for this year's event, a detail that had not been communicated during the initial planning phase, particularly since the venue's provided Holiday Menu lacked buffet options.

This change required immediate and proactive adaptation. I promptly contacted the venue to discuss the new request and successfully secured their dedicated buffet catering menu. Furthermore, the client specified key dietary requirements, outlining their desire for three distinct protein selections: beef, chicken, and a shrimp-based dish.

Armed with this newly defined scope and the updated catering options, I immediately developed a second, more comprehensive Excel model. This allowed me to meticulously calculate the revised pricing structure, ensuring the new buffet proposal was accurately costed, compliant with all stated preferences, and ready for client review.



## Event Dinner Menu

MENU PROPOSAL

Prepared by Jenna Winder  
November 11, 2025

### 2024 PRICING & NUMBERS

Last year, Kloepfer Inc. spent approximately **\$2,600 on gifts, \$2,500 for the venue, and around \$15,000 for the dinner.** With **204 attendees**, the total came to about **\$73 per plate.** This year, we will need to account for an increase in the number of employees as well as the impact of inflation, which will likely raise overall costs compared to last year's event. With this being said it might be beneficial to send out an RSVP survey with the invite to know the potential numbers of the attendants at the event.

### POTENTIAL BEST FIT OPTIONS

After reviewing the available options, I believe the **Smokehouse Buffet** would be the best choice for your event. It offers a complete, ready-made menu that closely matches what you initially envisioned, while remaining more cost-effective than the **Custom Menu Buffet**, which could be a good second choice.

Additionally, the **Smokehouse Buffet** provides a satisfying variety of selections without requiring extensive customization. I will confirm pricing with the vendor regarding the possibility of adding an additional third meat option. **Based on current estimates**, the cost increase would likely be minimal—no more than about \$10 per plate.



# Budget Proposal

The newly specified client requirements provided the necessary clarity to move forward with the final menu proposal. This updated direction enabled me to immediately secure the correct buffet catering menu from the venue, serving as the accurate foundation for my final analysis and recommendation. A significant advantage of this shift was the resulting efficiency gain in preparation, as the venue's buffet package inherently included predetermined side dishes and dessert options, allowing for a quicker consolidation of the final proposal.

### CUSTOM MENU BUFFET

This option features a hearty and well-balanced selection, including tender steak, flavorful shrimp, and seasoned chicken as the main entrées. These could be accompanied by a garden salad, a serving of potatoes, and a warm roll.

The cost for this meal is estimated at **\$47 per plate**, with an additional **\$4 per plate if ham is included.** Based on the expected number of guests, the total would be **approximately \$12,750 for 250 people or \$15,300 for 300 people.**

### SMOKEHOUSE BUFFET

This option features a locally sourced smoked brisket, and BBQ chicken breast. Served with a garden salad, corn (on or off the cob), a gratin potatoes, and a roll. Finishing with a homemade pie for dessert (apple, cherry, peach, peach/raspberry, oatmeal, coconut cream, chocolate cream, lemon cream).

The cost for this meal is estimated at **\$35 per plate**, we can find out about additional pricing for potential added meat(s) choice. Based on the expected number of guests, the total would be **approximately \$8,750 for 250 people or \$10,500 for 300 people.**

### FIESTA BUFFET

This option features pork barbacoa & fajita chicken, served with tortillas, lettuce, tomatoes, sour cream, salsa, onions, guacamole, Spanish rice, fiesta corn mix, and tortilla chips on the side. Finishing with a raspberry cream cheese chimichanga or churros for dessert.

The cost for this meal is estimated at **\$28 per plate**, we can find out about additional pricing for potential added meat(s) choice. Based on the expected number of guests, the total would be **approximately \$7,000 for 250 people or \$8,400 for 300 people.**

**\*\*ALL MENU ITEMS ARE SUBJECT TO AN 18% SERVICE FEE AND 6% STATE SALES TAX.**

For the final proposal, I curated a selection of three distinct buffet options directly reflecting the client's recent specifications: the Build Your Own Buffet, the Smokehouse Buffet, and the Fiesta Buffet.

Upon thorough evaluation, both the Build Your Own and the Smokehouse Buffets emerged as highly viable options that successfully met the core requirements and preferences outlined by Kloepfer Inc.

However, moving beyond mere compliance, I strategically identified the Smokehouse Buffet as the optimal choice. This recommendation was driven by two key factors: first, its superior cost-efficiency compared to the Build Your Own option; and second, its strong alignment with the client's anticipated aesthetic and culinary interests, offering the perfect balance of required elements and maximum value.

The final proposal was structured to highlight the Smokehouse Buffet as the expert-recommended solution, while still providing the two complementary choices for a comprehensive review.

## ADDITIONS TO THE MENU

The client formally confirmed the Smokehouse Buffet as the event menu, requesting immediate revisions. I swiftly collaborated with the venue to execute these changes.

The menu was optimized by integrating a shrimp dish to meet the three-protein requirement, replacing the corn side with a medley of vegetables, and upgrading the dessert to a medley of assorted pies for enhanced guest selection.

These precise adjustments successfully finalized the menu, ensuring it was perfectly tailored to the client's specifications and budgetary goals.

# Communication

Effective execution of this event required consistent and strategic communication across multiple stakeholders. My primary points of contact within Kloepfer Inc. included the main client, John Kloepfer, and the secondary client, Mike Landrum. I also coordinated logistical and administrative details with the client's dedicated support team, Heather Gomm and Lacy Long. Furthermore, a crucial communication channel was established with the venue's representative, Jaden Robinson-McGuire, who served as the primary contact for all catering, setup, and on-site operational arrangements.

## COMMUNICATION CHANNELS

I employed a multi-channel communication strategy, utilizing email, text messaging, and direct phone calls, selecting each based on the nature and urgency of the exchange. Email served as the primary, formal channel for transmitting and receiving all critical documentation, proposals, and visual assets (such as menu options and invitation proofs). This channel was also leveraged for off-hours communication with the venue and clients, ensuring progress continued outside of standard office times.

Text messaging was reserved for quick, informal exchanges and scheduling with the main and secondary clients, as well as their administrative assistants, prioritizing speed for brief confirmations.

Finally, direct phone calls were utilized exclusively during office hours for discussing time-sensitive or complex matters, allowing for immediate feedback and efficient acquisition of detailed information from both the client team and the venue representative.

## RESONSES FOR COMMUNICATING

Communication was essential for maintaining project momentum and alignment across all parties. My primary goal was to gather detailed information and obtain timely approvals and confirmations from the Kloepfer Inc. team regarding strategic decisions, especially surrounding menu details and event content. This process also required frequent exchange, both receiving and sending documents or visuals, to ensure everyone worked from the most current materials. A critical function was relaying client decisions to the vendor and communicating any requirements or constraints mentioned by the venue back to the client, effectively serving as the indispensable bridge between all stakeholders.

## Main Client Contact

### John Kloepfer

John is one of 3 owners of Kloepfer Inc. He is the second second brother in the company.

## Secondary Client Contact

### Mike Landrum

Mike is the best friend of John and works for the company in logistics.

## Client Secretary Contact

### Heather Gomm & Lacy Long

Heather has been in the company for several years and has moved to head secretary.

## Venue Contact

### Jaden Robinson-McGuire

Jaden is the contact I have been working with for the venue and catering.

# Main Client Contact Communication

## John Kloepfer - Owner



The main client for this event is a key figure in Kloepfer Inc., serving as one of the current owners and a direct successor to the company's founder. Having witnessed the growth of Kloepfer Inc. from its early stages, he possesses a profound and personal connection to the organization's trajectory. He is deeply aware of how the core values instilled by his father have been directly responsible for the company's long-term success. This firsthand perspective makes him a powerful advocate for maintaining the integrity of the company's founding principles in all current operations and events.

Working with the main client has been a highly collaborative and positive experience. He is characterized by his kind, patient, and professional demeanor, ensuring that all communication and decision-making processes remain efficient and respectful. His intimate knowledge of the workforce is a tremendous asset; he possesses a unique understanding of what his employees value and desire, which was critical in developing a truly amazing event proposal.



His central focus for the annual celebration is clearly rooted in heritage and appreciation. He is highly invested in ensuring every employee fully understands the importance of Kloepfer Inc.'s history—where the company originated, who built it, and the foundational effort that propelled its growth. This commitment ensures the event is not merely a party, but a strategic platform to reinforce corporate identity, acknowledge the founders' legacy, and celebrate the employees as essential members of the continuing "Kloepfer Inc. Family."

Beyond his role as a company owner, John Kloepfer is a devoted family man who exemplifies dedication both at home and professionally. He is a loving father to five children—three married daughters and two sons currently pursuing their education (one in high school and one in college)—and shares a long, committed marriage with his wife. John is also a faithful and active member of The Church of Jesus Christ of Latter-day Saints, where he diligently fulfills his commitments. This strong personal foundation is mirrored in his work ethic; he consistently models hard work and personal responsibility, values he has successfully instilled in his children. This deep commitment to his family and faith informs the principled, respectful approach he brings to leading Kloepfer Inc. and appreciating his employees.

# Secondary Client Contact Communication

## Mike Landrum

Mike Landrum holds the position of General Manager at Kloepfer Inc. and plays a vital consultative role in the planning and execution of this annual celebration. His connection to the company and the primary client, John Kloepfer, is deep-seated and goes back many years; they share a profound personal friendship dating back to their formative years. This long-standing relationship provides Mike with a unique perspective on the company's culture and the specific vision the Kloepfer family holds for their employees.

Having served at Kloepfer Inc. for a significant number of years, he has been a witness of the company's flourishing success during his tenure. This experience grants him valuable insight into the operational realities and the workforce's morale. He possesses a powerful respect for the company's core values, ensuring his managerial decisions and inputs into the event planning consistently align with the ethical framework established by the founder.

Furthermore, Mike shares a similar ethical foundation with the main client, as he is also a dedicated member of The Church of Jesus Christ of Latter-day Saints. This shared commitment informs his professional conduct, which is characterized by integrity and a focus on community. His combined roles as a long-time friend, a senior manager, and a values-aligned partner make him an indispensable secondary client, providing a crucial sounding board and ensuring the event meets both the logistical and cultural objectives of Kloepfer Inc.



# Venue Contact Communication



## Jaden Robinson-McGuire

Jaden Robinson-McGuire, the Sales Manager at The Burley Inn, served as an absolutely vital partner throughout the event planning process. As the primary venue contact, Jaden was the essential link to the catering and operational services, connecting our planning directly to the Executive Chief. His expertise was instrumental from the get go; without his immediate guidance, determining the logistical and service starting points for the event would have been significantly more challenging. His professional support simplified the initial planning, providing a crucial framework for moving forward.

Jaden was key in tailoring the venue to meet the client's specific aesthetic and functional requirements. He provided invaluable insight into The Burley Inn's standard operating procedures and referenced successful setups from both prior client events and previous engagements with Kloepper Inc. This institutional knowledge was critical for ensuring the proposed venue arrangements aligned with the client's established expectations. His proactive approach ensured the venue preparation was strategically aligned with the ultimate client vision.

Furthermore, Jaden managed the delivery of all essential Audio-Visual (AV) information, detailing options for microphones, televisions/projectors, music systems, and specialized lighting. This comprehensive AV guidance allowed the client to make informed decisions regarding the technical elements needed for the history presentation and the tribute speech. Most importantly, he was responsible for supplying the two necessary catering menus—the initial Holiday menu and the subsequent Buffet menu—which formed the data-driven foundation for all menu proposals and cost analysis presented to the client.

His professional, communicative demeanor and proactive assistance made him an invaluable member of the extended planning team. Jaden's thorough support and responsiveness drastically streamlined the coordination process, transforming complex vendor logistics into manageable steps and significantly contributing to the overall efficiency of the event preparation timeline.

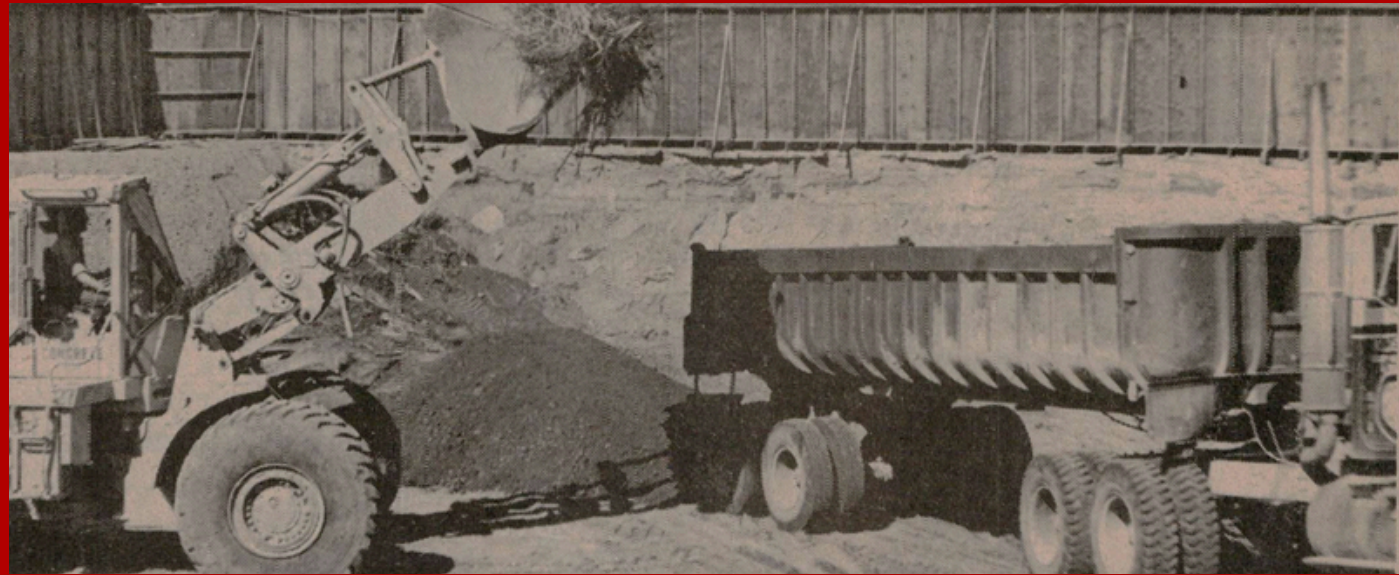
*Jaden Robinson-McGuire*  
Sales Manager

- 📞 208-679-3733
- ✉️ [salesmanager@bwburleyinn.com](mailto:salesmanager@bwburleyinn.com)
- 📍 800 N Overland Ave Burley, ID 83318



# History Presentation

## Photos of the Past



The history presentation was strategically curated to be a visual narrative that quickly conveys the core identity and growth trajectory of Kloepfer Inc. to all attendees. It was specifically designed as a dynamic video montage, drawing from an extensive collection of photographs spanning the past two decades. This visual format was chosen to maximize engagement, offering a compelling journey through the company's evolution rather than a passive chronological read.

The initial segment of the presentation focused heavily on the company's foundational years and the family's direct involvement. Key photos featured the founder, Fred Kloepfer, alongside his sons (including the main client, John) positioned around the original office and shop. This inclusion was intentional, aiming to directly connect the current generation of employees to the personal, hands-on effort that initially built the firm. These images visually reinforce the event's theme that the company was literally built "with his own hand."

A significant visual moment captured in the presentation highlights a milestone in the company's branding and growth: the introduction of the iconic Kloepfer Inc. mixer truck paint design. Photos showcasing the founder and his sons proudly standing in front of the brand-newly painted truck serve as a powerful reminder of how heritage informs present-day operations. The fact that this design is still in use today underscores the enduring legacy of the founder's vision and aesthetic decisions.

The narrative then transitioned to reflect expansion and modernization, featuring a series of images documenting the construction of the current corporate headquarters. Showing the evolution from an empty site to a state-of-the-art facility visually represents Kloepfer Inc.'s commitment to investment and growth. This section was complemented by authentic "in-action" photos of employees working diligently on-site, ensuring the presentation honored the workforce's daily contribution by showcasing their efforts as part of the company's success story.

Ultimately, the goal of this photographic journey was not merely nostalgic, but strategic cultural alignment. By visually grounding employees in the company's physical and intellectual history—from the original shop and truck design to the current headquarters and workforce—the presentation effectively reinforces the core values and the "Kloepfer Inc. Family". This visual history acts as the foundation necessary for all attendees, especially new employees, to understand and embrace the company's identity and operational philosophy.

# Tribute To The Founder

## Fred Kloepfer Founded Kloepfer's In 1954

We are gathered today to celebrate the extraordinary life of Frederick Paul Kloepfer—a man whose legacy is etched not just in the concrete and asphalt of our community, but in the unwavering determination and integrity he modeled every single day. Born on October 23, 1931, in Logan, Utah, Fred was the ninth of eleven children. He was, in fact, the very first child in his large family to be born in a hospital. He arrived a big baby, prompting the doctor to remark, "Just put some knickers on the boy and send him to school." This early spirit—ready to work and forge his own path—defined his life.

Fred was raised on the family homestead in Logan, beginning his education early at kindergarten at age four. Though he grew into a quiet man, he was a mischievous boy who enjoyed driving a nail up through his teacher's chair and nailing the wood-jawed vice shut.

But his childhood was also marked by deep loss and personal trial. When he was eight, he tragically lost an older brother in a bicycle accident. Just one month later, while riding the same bike down a steep hill, the brakes failed. Fred was catapulted into a ditch, suffering a severe compound fracture to his left upper arm, which resulted in the immediate loss of his arm. Yet, this profound accident did not define his capabilities, only his resolve.

Growing up during the early Depression, Fred was accustomed to doing without, though he maintained his family never went hungry. He recalled the impact of World War II; suddenly, his family had money, but goods were scarce—candy vanished, and everything bought was of poor quality. These early experiences ingrained a strong sense of resourcefulness in him.

Fred's mechanical genius emerged early. Though he briefly played football in high school, he soon calculated that walking four miles home after practice wasn't yielding the best return. He realized he could achieve greater rewards by giving up football, getting a job, saving his money, and buying a car. Throughout his teens, his hobby was "hopping up cars." He was known in Logan for having the fastest car—so fast, in fact, that a local policeman once hopped in and asked Fred to chase down a notorious speeder they could never catch!

Fred started working for his father in the family-owned concrete business in Logan at age fifteen, operating the screening plant. This business, which started as the Sand & Gravel Co., was founded in the early 1900s by his grandfather and father. They began by shoveling sand by hand from a wagon pulled by horses, eventually establishing pits that supplied almost all of Logan. They were innovators, being the first in the area to use dump trucks, even if they had to hand-crank the dump beds into the air to unload.

After high school, Fred continued in the family business. Yet, he faced discouragement. His father prepared him for the reality that his physical condition might lead to slim employment chances. Further, a college career assessment test famously informed him he was not compatible with any career in which he would be successful.

But Fred was not a man to be deterred by a piece of paper. Seeing too many family members in the Logan company, he saw an opportunity to break away and build his own destiny. With newfound determination, he gathered his belongings and came to Idaho with a vision of opportunities.

In the spring of 1954, at the age of twenty-two, Fred arrived in Paul, Idaho, with two mixers—one three-yard and one five-and-a-half-yard—to start his own operation, which would become Kloepfer Inc.

Many local residents remember the first office, a tiny structure that looked like a "leftover" from the back of a mobile unit. People would chuckle as they climbed in. The crew, however, took great pride in their workspace, even painting "Al's Tune Up" on their small mechanic's shed, treating the buildings like part of the company family.

Fred worked long, hard hours. In the early years, the business installed countless miles of concrete-lined ditches, and as sprinklers became common, the business expanded into new areas. Kloepfer Inc. grew from a single Ready-Mix plant in Paul to a second plant in Twin Falls, and then, in 1998, an Asphalt Plant in Burley. Today, the company performs site work, heavy construction, and builds roads—a testament to Fred's tireless work ethic and expansionary vision.

Just one month after arriving in Idaho, Fred met his future wife, Janet Balling, during a visit back to Logan. After fifteen months of traveling back and forth to court her, he married his sweetheart in the Logan L.D.S. Temple on August 10, 1955. They were blessed with seven wonderful children—three daughters and four sons—and their family now includes twenty-six grandchildren and one great-granddaughter. It is a source of immense pride that two of their sons continue to run the business today.

Fred was a man devoted to his family, his church, and his business.

His employees will always remember him as a boss who worked right alongside them to get the job done. He earned great respect for his soft-spoken nature and the integrity he demonstrated through his conduct. Fred often commented on how much he appreciated everyone who trusted the services of Kloepfer Concrete and Paving Company.

Fred Paul Kloepfer's life was a master class in turning adversity into advantage, a quiet testament to the power of hard work, mechanical know-how, and unwavering family values. He was a builder in every sense of the word, and he truly enjoyed the Magic Valley and its people. He will be deeply missed.

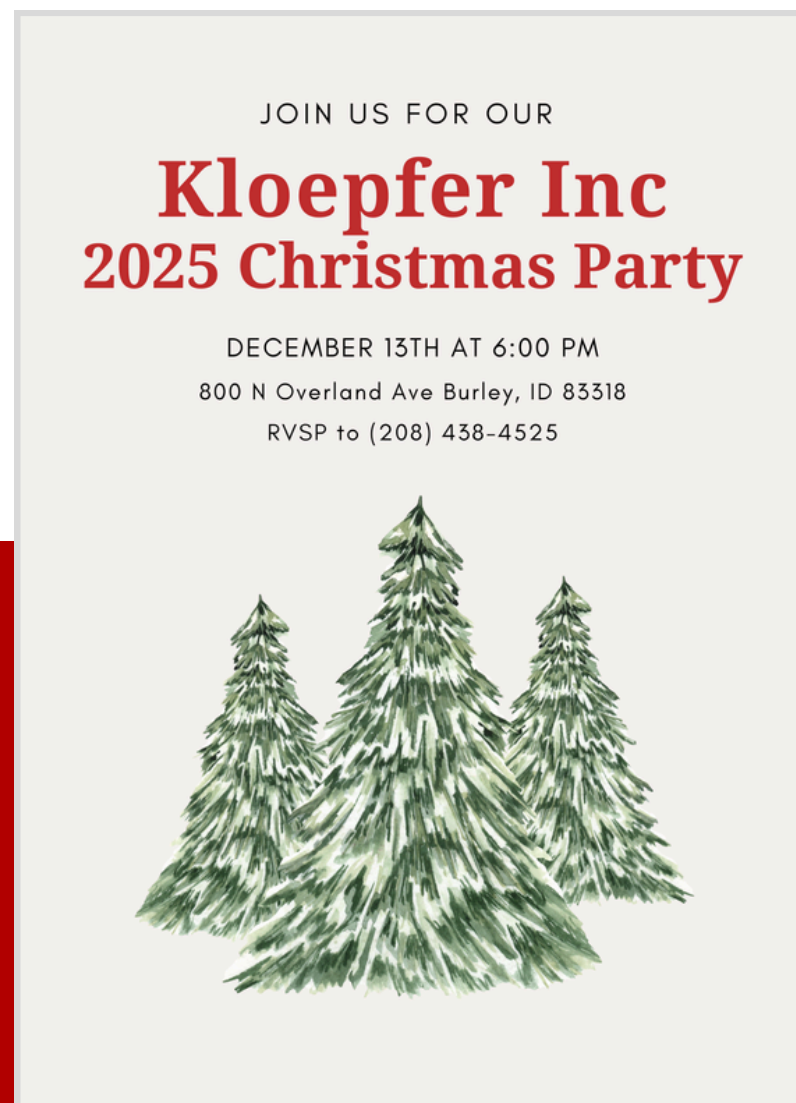


# Invitation Design

## Old Fashioned & Simple

When designing the invitations, I aimed to reflect the theme of honoring the company's history while celebrating its present-day achievements. The client expressed a desire to incorporate a tribute to the company's past to remind employees of the legacy that paved the way for this year's successful construction season. This objective guided my creative direction for the invitation design.

I selected a neutral, parchment-like background to evoke the look and feel of aged paper, reinforcing the sense of heritage and tradition. To connect the design with the company's identity and the holiday season, I incorporated the signature red from the company logo. I also added sketched pine trees to create a warm, welcoming atmosphere, reflecting the company's view of its employees as part of a family. Finally, subtle details, such as soft snow elements were included to enhance the festive tone and bring an additional layer of holiday spirit to the invitation.



Draft #1



Draft #2



Draft #3

# Conclusion

## Key Takeaways

The major takeaway is that for corporate events, simplicity is your secret weapon. My first budget draft was way too detailed, but it taught me that executives and planners need the big picture, not a line item for every napkin. Moving to a budget with just a few core expense categories made tracking and approval effortless and effective.

The strategy of creating multiple strong design options also proved incredibly valuable. It allowed the team to easily choose a design that perfectly fit their vision without wasting time on extensive revisions. The chosen design was clean, festive, and nailed all the necessary communication points.

Ultimately, the strategies implemented—simplifying the financial tracking and providing diverse, high-quality creative assets—were incredibly effective. We successfully minimized administrative complexity while maximizing creative choice and clarity. This project shows that efficient planning is all about streamlining the process so the focus can stay right where it belongs: on throwing a fantastic party for the team!

## Future Recommendations

To wrap this up and look ahead, the biggest recommendation for Kloepfer Inc. is to standardize this simplified budget and communication approach for all their internal events going forward. Since this streamlined process worked so well for the Christmas party, it could save tons of time when planning summer picnics or employee recognition dinners. Replicating the core structure—clear categories and strong initial design options—is the smart, efficient way to handle their future planning!

*“Our annual Christmas party is about one thing: showing genuine appreciation for our employees. This year's planning ensured the focus stayed entirely on creating a festive, high-quality event that truly celebrated the hard work of the Kloepfer Inc. team.”*

# Budget Appendix

This Excel sheet you're looking at was the original game plan, and it's pretty interesting to see where my head was at first. The big takeaway is that I started out with a much more granular, line-item approach than the simplified final version. I broke down every single potential expense, like the catering details, into its own distinct category. While that level of detail is awesome for big construction projects, it ended up being overkill for a simple Christmas party.

The main reason this budget didn't make it was that it was way too complex for its purpose. Check out all the different categories I included! I had separate lines for things like "Table Linen Rental," "Chair Covers," and "Centerpiece Flowers," when really, all of that could have been bundled into one clean "Decor/Setup" category. I was trying to anticipate every single micro-cost, which resulted in a spreadsheet with a much higher number of individual items than the team actually needed to track. It made the review process a little clunky and harder to get a quick, big-picture view of the spending.

Ultimately, the effort here helped me learn what not to do. This initial draft was a fantastic learning tool because it showed me that for an event, simplicity wins. The final budget we used condensed these dozens of line items into a few major expense categories like Venue, Food & Drink, Entertainment, and Invitations. That streamlined format made it easier for everyone to digest and track the spending against the big-ticket items. It's a great example of how you can over-prepare, and sometimes the best solution is to pare it down and keep things simple for the end-user.

APPATIZERS			HOW MANY NEEDED
Sweet & Sour Meatballs	per dozen	\$ 10.00	23
Caprese Skewers	per dozen	\$ 10.00	23
Crostini	per dozen	\$ 10.00	23
Shrimp Cocktail	per person	\$ 10.00	-

ENTREES			# OF PEOPLE (1)
Ham w/ Brown Sugar Glaze	per person	\$ 19.00	275
Chicken Cordon Bleu	per person	\$ 24.00	275
Chicken Parmesan	per person	\$ 24.00	275
Glazed Pork Loin	per person	\$ 25.00	275
Halibut	per person	\$ 35.00	275
Steak & Shrimp	per person	Market Price	275
Prime Rib	per person	Market Price	275

POTATO SIDES	Rank	Notes
Baby Bakers		
Baked Potatoes		
Mashed Potatoes		
Au Gratin Potatoes		

VEGETABLE SIDES	Rank	Notes
Glazed Carrots		
Steamed Broccoli		
Mixed Vegetables		
Green Beans & Bacon		

DESSERT SIDES	Rank	Notes
Fruit & Cream Pie		
Cheesecake Variety		
Chocolate Peppermint Cake		
Cobbler		

APPATIZERS	HOW MANY NEEDED	# OF PEOPLE (1)	HOW MANY NEEDED	# OF PEOPLE (2)	TOTAL COST 1	TOTAL COST 2	Rank
Sweet & Sour Meatballs	per dozen	\$ 10.00	23	275	230.00	2,500.00	
Caprese Skewers	per dozen	\$ 10.00	23	275	230.00	2,500.00	
Crostini	per dozen	\$ 10.00	23	275	230.00	2,500.00	
Shrimp Cocktail	per person	\$ 10.00	-	275	2,750.00	3,000.00	

ENTREES	# OF PEOPLE (1)	# OF PEOPLE (2)	TOTAL COST 1	TOTAL COST 2	Rank	Notes	
Ham w/ Brown Sugar Glaze	per person	\$ 19.00	275	300	5,225.00	5,700.00	
Chicken Cordon Bleu	per person	\$ 24.00	275	300	6,600.00	7,200.00	
Chicken Parmesan	per person	\$ 24.00	275	300	6,600.00	7,200.00	
Glazed Pork Loin	per person	\$ 25.00	275	300	6,875.00	7,500.00	
Halibut	per person	\$ 35.00	275	300	9,625.00	10,500.00	
Steak & Shrimp	per person	Market Price	275	300			
Prime Rib	per person	Market Price	275	300			

POTATO SIDES	Rank	Notes
Baby Bakers		
Baked Potatoes		
Mashed Potatoes		
Au Gratin Potatoes		

VEGETABLE SIDES	Rank	Notes
Glazed Carrots		
Steamed Broccoli		
Mixed Vegetables		
Green Beans & Bacon		

DESSERT SIDES	Rank	Notes
Fruit & Cream Pie		
Cheesecake Variety		
Chocolate Peppermint Cake		
Cobbler		

# Invite Designs Appendix

The following three designs offer alternative aesthetic directions for future event invitations for Kloepfer Inc., leveraging different graphical elements to convey a festive but professional tone. These variations maintain the core informational structure—event name, date, time, location, and RSVP contact—while providing distinct visual experiences that could be utilized for different company events or future Christmas parties.

The first alternative design features a tall, watercolor-style Christmas tree against a light background dotted with snow. This design (4.jpg) evokes a sense of winter tranquility and classic holiday imagery. Its vertical orientation emphasizes the height of the tree, giving it a slightly more modern, artistic feel compared to traditional holiday graphics. This option would be excellent for a more formal or elegant gathering where a sophisticated, yet clearly festive, atmosphere is desired.

The second design (6.jpg) centers around a horizontal arrangement of pinecones, evergreen branches, and red berries placed at the bottom of the invitation. This graphic provides a rich, grounded, and traditional winter feel. The warmth of the pinecones and the vibrant color of the berries contrast nicely with the crisp text. This design is highly versatile, lending itself well to either a cozy, family-style gathering or a more conventional corporate holiday party, providing a strong sense of seasonal cheer without being overtly playful.

Finally, the third design (5.jpg) utilizes red ribbons and evergreen garlands to frame the top and bottom of the invitation. This option is the most focused on classic holiday decorations and is visually balanced, with the text neatly centered between the decorative elements. The bright red of the ribbons adds a strong pop of traditional Christmas color. This design is clean, celebratory, and highly professional, making it a reliable choice for a corporate event that aims for a cheerful, polished presentation. Would you like me to elaborate on the potential use cases for each of these alternative designs?



## Creative Flyer Options For Future End of the Year Events For Kloepfer Inc.

# Emails With Client

Good Evening, John,

I've put together an Excel sheet outlining the estimated costs for each menu item, calculated for both 250 and 300 guests. Please take a look at the budget and share your thoughts on which options you might prefer. The layout is organized from least to most expensive within each section, though a mix-and-match approach could also work well.

The sides and desserts do not include individual prices since they are bundled with each meal. However, we will need to select one or two options from each section. It may be possible to offer a split selection—for example, if 300 guests attend, half could receive one potato side while the other half receives another. This would provide more variety for guests, though I'll need to confirm whether that option is available.

You'll also notice that two items in the menu section currently don't have listed prices. Due to recent and ongoing fluctuations in beef prices, those items are expected to be among the more expensive options.

Without confirmed pricing, it's a bit more challenging to plan accurately at this time.

Please let me know your thoughts by end of day Wednesday so we can continue moving forward with planning.

Best regards,  
Jenna Winder

Jenna,

Thanks for the provided information this is very helpful. Could I ask of you to check on the option of a buffet style? Let's look at a per plate pricing that would include vegetable and salad selections with an assortment of desserts and either two or three selections of meats?

Thanks  
John K

Good evening, John,

I've completed the proposal you requested in preparation for your meeting tomorrow with the other decision-makers regarding the upcoming event. Please don't hesitate to reach out if you have any questions or need clarification—I'm available by phone, text, or email.

Best regards,  
Jenna Winder

Dear John,

Here are the invites for the event. There is a PNG and a PDF

- The PNG is for digital send outs like email, text, extra
- The PDF is for printed invites like hand outs, flyers, posters

Let me know if you have any questions.

Best,  
Jenna Winder

Jenna,

Fantastic job on the Christmas invitation. I am sending the invite out via email to all employees today. Let me know if you would like for me to request an RSVP and if so when do you need a estimated count?

Thank you,  
Lacy Long

# Emails With Client

Hey Lacy,

The venue said they want a final meal count by Dec 1st. If you could get the RSVPs back to me by the day before (Nov 30th) , then that would be great! If you want, you can also send me the count by the morning of Dec 1<sup>st</sup> because I know that Nov 30th is a Sunday.

Thank you so much!  
Jenna

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*Michael J Landrum*

General Manager  
Kloepfer, Inc.  
208-431-8505



Good evening, John,

I've completed the proposal you requested in preparation for your meeting tomorrow with the other decision-makers regarding the upcoming event. Please don't hesitate to reach out if you have any questions or need clarification—I'm available by phone, text, or email.

Best regards,

**Mike Landrum** <Mike.Landrum@kloepfer.com>

Dec 3, 2025, 11:32 AM (3 days ago)

to John, me ▾

Jenna,

These are archived items showing some of our early work and such. I will send you pics from the last 2 decades soon.

Thanks,

*Michael J Landrum*

# Emails With Venue

Thank you for reaching out today.  
Here is my contact Info and Holiday Menu in digital format.

Jaden Robinson

Holiday Menue 2025 (1).pdf

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Hello,

I am just trying to get a general idea of what everyone is thinking about for their meal choices for their Holiday Party. With the price of beef so high right now I'm seeing if you are even thinking about ordering the Prime Rib or Steak as an option. Its current Market Price if you order it this month is \$45.00 a plate but will most likely go up as we move closer. So just hoping to get your thoughts.

Warmest Regards, Jaden RM

---

Here is our catering menu.

Then just pricing on hand right now is  
Steak, Shrimp and Chicken Cordon Bleu is \$47 a plate served buffet style  
or any of the meals plus \$4 I can get you Ham those are the addon that I know off the top of my head or we can see about doing an ala carte style.

Jaden Robinson

2025 Catering Menu (2).pdf

Good morning, Jaden,

I've talked to John Kloepfer. He has talked to the other owners, and they want to do the smokehouse buffet + shrimp (as a third meat option). However, before they continued forward, they had a few questions regarding some of the sides and desserts.

First, they wanted to know if it would be possible to substitute the corn with a different vegetable option. If so, could you please let us know which alternatives are available?

Additionally, they would like some clarification on the pie options. They would like to have a few different options for the guests and were wondering how many different types of pies they can request for the event?

If you have any questions or need more clarification, please let me know.

Thank you in advance for your help. It's been great working with you so far and I have appreciated your guidance and look forward to finalizing some of these details with you in the next week or two.

Best regards,  
Jenna Winder

can add that meal to the menu for sure.

It won't be a problem to switch the corn for Green Beans, Glazed Carrots, Or mixed Veggies.

The Pies are typically chefs choice but she does a wide variety of cream pies (Coconut, Lemon, Chocolate) and Fruit pies (Apple, Cherry, Pumpkin) then normally oatmeal crumble pie and Pecan  
I hope this answers all those questions.

Jaden RM

---

Then I'm rewriting my note and I just wanted to double check some things  
What are your AV needs? Microphone will you need a stage or podium, Dance floor etc?

(No Bar correct?)  
Do you need an entry or gift table of some kind?

---

Then were you ok with our traditional decor Black table cloth green and red runners festive centerpiece?

Then I don't recall if I sent the Due date for final meal count needed by Dec 1st if that works for you.

Jaden RM

# Emails With Venue

Hey Jaden,

I am sorry it has taken me a bit to get back to you. I have been trying to get answers from John, but it's been a little bit of a struggle because of some of the things they were preoccupied with.

They have not decided on what vegetable they want instead of the corn, but I will let you know as soon as they decide, and I get word of that answer. They also said that they are good with the pie options. I know that John mentioned the cream pies would be their first picks if they had the choice, but they are good with any of the pies.

As far as the venue set up goes:

They will not need a dance floor or a podium. They are not providing a bar for this event and do not want one. They would like to have a microphone, a projector screen or TV, whichever one you have for a slideshow about the history of Kloepfer (which I can send to you when I get it finished, if you need it). They would also like light Christmas music in the background that they can shut off or turn on when they feel fit. They also talked about gift tables to display the gifts that they will be giving to the attendees of the event. Along with the gift table could they also get a small table as an entry table so that we could give out name tags near the door. And they want more of a traditional Christmas decor set up for the event. So the reds, greens, and browns would be great.

Let me know if you have any questions about anything else.

Best,  
Jenna Winder

Jaden Robinson-McGuire <salesmanager@bwburleyinn.com>

Fri, Oct 17, 12:04 PM



to me ▾

Hello, I am just trying to get a general idea of what everyone is thinking about for their meal choices for their Holiday Party. With the price of beef high right now I'm seeing if you are even thinking about ordering the Prime Rib or Steak as an option. Its current Market Price if you order it this is \$45.00 a plate but will most likely go up as we move closer. So just hoping to get your thoughts.

Warmest Regards, Jaden RM

*Jaden Robinson-McGuire*  
Sales Manager

Good Morning Jaden,

I've talked to John Kloepfer. He has talked to the other owners and they are wanting to do the smokehouse buffet + shrimp (as a third meat option). However, before they continue forward they had a few questions regarding some of the sides and desserts.

First, they wanted to know if it would be possible to substitute the corn with a different vegetable option? If so, could you please let us know which alternatives are available?

Additionally, they would like some clarification on the pie options. They would like to have a few different options for the guests and were wondering how many different types of pies can they request for the event?

If you have any questions or need more clarification please let me know.

Thank you in advance for your help. It's been great working with you so far and I have appreciated your guidance and look forward to finalizing some of these details with you in the next week or two.

Best regards,  
Jenna Winder





**Jenna Winder**

**Public Relations & Event Management**

Kloepfer End of Year/Season Event

The Preparation of Event

Client John Kloepfer

Dec. 2025

Case Study

Senior Project

