

From: Moise, Debbie <dmoise@sccommerce.com>
To: Symmes, BrianBrianSymmes@gov.sc.gov
Adams, ChaneyChaneyAdams@gov.sc.gov
CC: Webb, BethBethWebb@gov.sc.gov
Date: 11/17/2016 1:46:53 PM
Subject: Movement Mortgage - Day of Prayer

Hey Brian & Chaney – Will one of you please touch base with Adam about Monday's day of prayer.

Thanks,
Debbie

From: Adam O'Daniel [mailto:adam.odaniel@movement.com]
Sent: Thursday, November 17, 2016 1:24 PM
To: Moise, Debbie <dmoise@sccommerce.com>
Subject: Re: Movement Mortgage ribbon-cutting

Debbie,

I'm trying to touch base with someone on Gov. Haley's staff about her call for a statewide day of prayer. Our CEO would like to publicly support this initiative and post a video of support on social media on Monday. Want to touch base with her communications team before we proceed.

Thanks!

ADAM O'DANIEL | Communications Director



National Sales Support Center
8024 Calvin Hall Road
Fort Mill, SC 29707
Office: (704) 413-3336
Extension: 8434
www.movement.com
Office Hours: 8AM – 5PM

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received in error, please contact the sender and delete this communication.

From: "Moise, Debbie" <dmoise@scommerce.com>
Date: Tuesday, March 8, 2016 at 4:52 PM
To: Adam O'Daniel <adam.odaniel@movement.com>
Subject: RE: Movement Mortgage ribbon-cutting

Thanks Adam!

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Tuesday, March 08, 2016 4:21 PM
To: Moise, Debbie <dmoise@scommerce.com>
Subject: Re: Movement Mortgage ribbon-cutting

Debbie,

Lancaster County Council has just informed me they intend to present a proclamation on Friday at our ribbon cutting. I'm sorry for this late notice. This is the first they've mentioned it to us. Lancaster County Councilman Larry McCullough (District 1) will present the proclamation of Movement Mortgage Day at the beginning of the program. Please advise the Governor's staff. Thank you. I've attached an updated Run of Show.

Also, who should be my primary point of contact on the day of the event? And their contact info?

Adam O'Daniel | Communications Director



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From: "Moise, Debbie" <dmoise@scommerce.com>
Date: Monday, March 7, 2016 at 12:08 PM
To: Adam O'Daniel <adam.odaniel@movement.com>
Subject: RE: Movement Mortgage ribbon-cutting

Thank you!

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Monday, March 07, 2016 11:47 AM
To: Moise, Debbie <dmoise@scommerce.com>
Subject: Re: Movement Mortgage ribbon-cutting

Here ya go.

Adam O'Daniel | Communications Director



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From: "Moise, Debbie" <dmoise@scommerce.com>
Date: Monday, March 7, 2016 at 11:02 AM
To: Adam O'Daniel <adam.odaniel@movement.com>
Subject: RE: Movement Mortgage ribbon-cutting

Hi Adam – Do you have a stage diagram that you can send me for the event on Friday?

-Debbie

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Thursday, March 03, 2016 6:34 PM
To: Moise, Debbie <dmoise@scommerce.com>
Cc: David King <david.king@movement.com>; Joe Little <joe.little@movement.com>
Subject: Re: Movement Mortgage ribbon-cutting

Debbie,

Here are the answers for your briefing! Let me know what else we can do. I've also attached a rough draft minute-by-minute run of show and our press kit with some leadership bios and a fact sheet. Copied on this email are several other key contacts for this ceremony should you be unable to reach me. Thanks!

LOCATION: Movement Mortgage National Sales Support Center (corporate headquarters), 8024 Calvin Hall Road, Fort Mill, SC 29707

PARKING: VIP Parking will be reserved for the Governor and staff in front of the building. Adam O'Daniel (Movement communications director) will meet the Governor in front of the main entrance.

LOCATION SET-UP: The event will be indoors with climate control. The event will take place in the first-floor lobby, with the Governor speaking on a stage facing approximately 150 seated guests and 300+ employees in standing room only areas.

ON-SITE LOCATION CONTACT: Adam O'Daniel, Movement Mortgage Communications Director: (704) 562-2117 or David King, Movement Mortgage Chief Brand Officer: (757) 289-7117

SEATED ON STAGE/AT TABLE: Governor will be escorted from parking area to a private office suite to meet executives. Then she will be seated on a 20-foot by 8-foot stage, alongside CEO Casey Crawford and Executive Vice President Toby Harris. After event, Gov. Haley is invited to join Mr.

Crawford for a Q&A with local media and brief building tour as a photo opp. Will provide diagram of stage in a follow-up email.

VIDEOGRAPHER/PHOTOGRAPHER: Movement Mortgage will supply both a photographer and videographer and will share media with the Governor's Office.

KEY COMPANY PERSONS: Included in attached media kit.

NOTABLE CONFIRMED ATTENDEES: Congressional District Liaison Freddie Gault (Rep. Mick Mulvaney's Office), S.C. Sen. Greg Gregory, ReadySC Area Director Marianne Borders, Lancaster County Councilman Steve McCullough (District 1), Lancaster County Administrator Steve Willis, Lancaster Chamber of Commerce VP Melissa Walker-Price, Lancaster County Chamber of Commerce Director of Communications Tanya Pettit-Holland. Various senior leaders from Choate Construction Co. and prominent local real estate agents. Invitations were sent via email and in some cases a follow-up phone call. Also invited but not confirmed to attend: U.S. Sen. Lindsey Graham, U. S. Sen. Tim Scott, U.S. Rep. Mick Mulvaney, S.C. Rep. Deborah Long

GIFT: Present to Casey Crawford, Movement Mortgage CEO

PRESS: Press will be invited via media alert the week of the event. We expect Charlotte market TV news affiliates, *Charlotte Observer*, *Charlotte Business Journal*, *The (Rock Hill) Herald*, *Fort Mill Times*, *The Lancaster News* and others.

PUBLIC: Yes this is a public calendar event

ACCESS TO EMPLOYEES: Employees will be present in the building. Some will be invited to attend the ceremony, others will remain in work areas throughout the building.

INTRODUCED BY: Movement Mortgage CEO Casey Crawford

LENGTH OF SPEAKING: 5 minutes

LINE-BY-LINE: N/A

HISTORY OF COMMUNICATION: Gov. Haley spoke with Casey Crawford in August 2014 and December 2014. Also, the Governor attended the groundbreaking in March 2015.

Adam O'Daniel | Communications Director



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From: "Moise, Debbie" <dmoise@sccommerce.com>
Date: Thursday, March 3, 2016 at 4:17 PM
To: Adam O'Daniel <adam.odaniel@movement.com>
Subject: RE: Movement Mortgage ribbon-cutting

Great. Thank you!

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Thursday, March 03, 2016 3:24 PM
To: Moise, Debbie <dmoise@sccommerce.com>
Subject: Re: Movement Mortgage ribbon-cutting

Debbie,

I'm working on getting that info to you by tomorrow AM.

I haven't heard back from the Guard, however, the Indian Land High School ROTC is available to present the colors. So I think we will be covered.

Adam O'Daniel | Communications Director



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From: "Moise, Debbie" <dmoise@sccommerce.com>
Date: Thursday, March 3, 2016 at 11:49 AM
To: Adam O'Daniel <adam.odaniel@movement.com>
Subject: RE: Movement Mortgage ribbon-cutting

Hi Adam – If you can line up the Fort Mill National Guard, I think that would be great.

Also, the Governor's office just called me and asked for the briefing by tomorrow. If there is any chance you could answer those questions that I sent you and get them back to me by tomorrow morning that would be great.

Thanks,
Debbie

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Thursday, March 03, 2016 10:54 AM
To: Moise, Debbie <dmoise@sccommerce.com>
Subject: Re: Movement Mortgage ribbon-cutting

I'll make sure all the details are included.

We have a National Guard unit here in Fort Mill (and other groups) I can connect with if needed. I just wanted to ask you first.

Thanks,

Adam O'Daniel | Communications Director



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From: "Moise, Debbie" <dmoise@scommerce.com>

Date: Thursday, March 3, 2016 at 10:51 AM

To: Adam O'Daniel <adam.odaniel@movement.com>

Subject: RE: Movement Mortgage ribbon-cutting

Hi Adam – Thanks for letting me know and please make sure that is worked into the minute by minute agenda.

I have worked once with the University of South Carolina Color Guard. I can ask Michael Haley if he knows of an S.C. National Guard group. I'll let you know what I find out.

Thanks,
Debbie

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]

Sent: Thursday, March 03, 2016 10:47 AM

To: Moise, Debbie <dmoise@scommerce.com>

Subject: Re: Movement Mortgage ribbon-cutting

Debbie,

Our CEO, Casey Crawford, would like to speak about the public-private partnership between our company and the state of South Carolina. He has been very impressed with the relationship and wants to share that at the ribbon cutting and speak about our project as a great example of how government, business and citizens can all work together. As such, he wants to conclude the ceremony with the presentation of colors and a singing of the national anthem. I know this is unorthodox for a ribbon cutting, but he feels strongly about sending a message of unity and how business and government can work together for the good of all.

I wanted to make you aware of that, and also to ask if you had a recommendation of a group who could present the colors for our ceremony? Perhaps the S.C. National Guard or a veterans group the Governor likes to work with?

Thanks,

Adam O'Daniel | Communications Director



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From: "Moise, Debbie" <dmoise@scommerce.com>
Date: Wednesday, March 2, 2016 at 2:52 PM
To: Nicole Peternel <nicole.peternel@movement.com>, Adam O'Daniel <adam.odaniel@movement.com>
Subject: RE: Movement Mortgage ribbon-cutting

Thank you!

From: Nicole Peternel [<mailto:nicole.peternel@movement.com>]
Sent: Wednesday, March 02, 2016 1:54 PM
To: Adam O'Daniel <adam.odaniel@movement.com>; Moise, Debbie <dmoise@scommerce.com>
Subject: RE: Movement Mortgage ribbon-cutting

No problem Debbie! As Adam
Said we will get you all details by Monday.

From: Adam O'Daniel
Date: Wednesday, Mar 02, 2016, 1:35 PM
To: Moise, Debbie , Nicole Peternel
Subject: Re: Movement Mortgage ribbon-cutting

Thank you Debbie. We will send you a response by Monday March 7.

Adam O'Daniel | Communications Director



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From: "Moise, Debbie" <dmoise@scommerce.com>

Date: Wednesday, March 2, 2016 at 1:31 PM

To: Adam O'Daniel <adam.odaniel@movement.com>, Nicole Peternel <nicole.peternel@movement.com>

Subject: RE: Movement Mortgage ribbon-cutting

Hi Adam and Nicole – Below are a list of questions that I need help answering for Governor Haley's briefing. If you could send these back to me by Monday, March 7th.

LOCATION: *Name of facility, address*

PARKING: *Where to park, who will be present to greet the Governor when she arrives.*

LOCATION SET-UP: *Staging, seating, whether event is indoors/outdoors and if outdoors, if air conditioning or heating present.*

ON-SITE LOCATION CONTACT: *Contact for both detail in advancing the event, and a cell phone number for Governor's staff to contact on the day of the event.*

SEATED ON STAGE/AT TABLE: *Need diagram with staging and who is sitting on stage.*

VIDEOGRAPHER/PHOTOGRAPHER: *Will a videographer and photographer be present and will they be willing to share their footage with the Governor's office?*

KEY COMPANY PERSONS: *Need bio's with headshots of all key people the Governor needs to know.*

NOTABLE CONFIRMED ATTENDEES: *Include confirmed attendees. If legislators invited, also include how invitations were sent.*

GIFT: *Who should Governor Haley give the gift to?*

PRESS: *Is press allowed?*

PUBLIC: *Can this event go on the Governor's public calendar?*

ACCESS TO EMPLOYEES: *If yes, where will interaction with employees take place?*

INTRODUCED BY:

LENGTH OF SPEAKING: 5 minutes

LINE-BY-LINE:

HISTORY OF COMMUNICATION: Has the Governor ever met or spoken with company leadership in the past?

I have a record of her speaking with Casey Crawford in August 2014 and December 2014. Also, the

Governor attended the groundbreaking in March 2015. Please let me know if there are any other times they have met.

Please let me know if you have any questions.

Thanks,
Debbie

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Wednesday, March 02, 2016 8:22 AM
To: Moise, Debbie <dmoise@scommerce.com>
Subject: Re: Movement Mortgage ribbon-cutting

Debbie,

Sorry for my slow response. I was traveling yesterday.

Please send the questions to me, and CC our VP of Public Relations, Nicole Peternel (nicole.peternel@movement.com)

Thanks!

Adam O'Daniel | Communications Director



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From: "Moise, Debbie" <dmoise@scommerce.com>
Date: Tuesday, March 1, 2016 at 10:31 AM
To: Adam O'Daniel <adam.odaniel@movement.com>
Subject: RE: Movement Mortgage ribbon-cutting

Hi Adam – Who should I send a list of briefing questions to in regards to the ribbon cutting on March 11th?

Thanks,
Debbie

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Tuesday, February 09, 2016 10:49 AM
To: Moise, Debbie <dmoise@scommerce.com>
Cc: TJ Woodley <tjwoodley@movement.com>; Webb, Beth <BethWebb@gov.sc.gov>
Subject: Re: Movement Mortgage ribbon-cutting

Debbie,

Thank you so much. We are preparing invitations, and if the Governor or Commerce Department has any guests you would like us to include, please send along the names and email addresses. I'll make sure you receive one as well for your reference.

We'll look forward to the correspondence 2 weeks prior. Thanks!

Adam O'Daniel | External Communications and Content Manager



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From: "Moise, Debbie" <dmoise@scommerce.com>
Date: Tuesday, February 9, 2016 at 10:45 AM
To: Adam O'Daniel <adam.odaniel@movement.com>
Cc: TJ Woodley <tjwoodley@movement.com>, "Webb, Beth" <BethWebb@gov.sc.gov>
Subject: RE: Movement Mortgage ribbon-cutting

Good Morning Adam – Governor Haley is confirmed to attend the Movement Mortgage ribbon cutting on March 11th at 11:00 am.

I will be happy to review any logistics with you in regards to the event. I will actually send you a list of questions two weeks prior to the ribbon cutting, which will help with the Governor's briefing for the event.

I will be traveling most of this week, but will be happy to speak with you next week if you have any questions.

Best Regards,
Debbie Moise
South Carolina Department of Commerce

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Monday, February 08, 2016 11:55 AM
To: Moise, Debbie <dmoise@scommerce.com>
Cc: TJ Woodley <tjwoodley@movement.com>; Webb, Beth <BethWebb@gov.sc.gov>
Subject: Re: Movement Mortgage ribbon-cutting

Debbie,

Hope you are well. Just wanted to touch base and confirm again Gov. Haley's plans to attend our ribbon cutting and grand opening on March 11. We will be sending out invitations to guests and employees this week.

I'm also happy to schedule a conference call soon to discuss logistics, media coverage, and other items the Governor and her

office will want to be aware of. We're excited to host such distinguished guests and will do whatever we can to accommodate any needs. Thanks so much!

Adam O'Daniel | External Communications and Content Manager



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From: "Webb, Beth" <BethWebb@gov.sc.gov>
Date: Thursday, January 7, 2016 at 11:39 AM
To: Adam O'Daniel <adam.odaniel@movement.com>
Cc: TJ Woodley <tjwoodley@movement.com>, "Debbie Moise - SC Department of Commerce (dmoise@sccommerce.com)" <dmoise@sccommerce.com>
Subject: RE: Movement Mortgage ribbon-cutting

Hi Adam,

We are set for Friday, March 11th at 11 am. We look forward to the event and appreciate you reaching out.

I have copied Debbie Moise on this email, as she will help coordinate details on our end for the ribbon cutting going forward. She is over at the Department of Commerce but works closely with our office.

On a personal note, I hate that I will not be there to celebrate with you and see the new building. My husband has to deploy again to Afghanistan in June, so we are taking our two-year old to Disney World that week. However I'd love to come up and see the building sometime after the ribbon cutting though, as I know it will be a great facility.

Best,
Beth

Beth Webb
Commerce Liaison and Special Projects
Office of Governor Nikki Haley
Office: 803-734-6059
Cell: 803-609-8583

From: Adam O'Daniel [<mailto:adam.odaniel@movement.com>]
Sent: Wednesday, January 06, 2016 12:01 PM
To: Webb, Beth
Cc: TJ Woodley
Subject: Movement Mortgage ribbon-cutting

Beth,

Thanks again for your time on the phone. We're looking at March 8-10 for a ribbon cutting at the moment. But we want to be flexible with the Governor's schedule and would be honored if she and members of Commerce could join us. As I indicated, we are ahead of schedule already in job creation and will be able to announce that at this event. We had about 1,600 employees nationwide a year ago, and we're at 3,000 now with plans to keep the pace in 2016. We funded \$7.8 billion in mortgages in 2015 and expect that to increase in 2016, too. We're also close to opening our first Movement Center community center to serve the underprivileged, funded through our nonprofit foundation. Lots of positive economic development news to share.

For your reference, below are links to the original announcements and some media coverage. Thanks so much.

http://movement.com/files/New_Movement_Headquarters_pdf.pdf

<https://www.youtube.com/watch?v=4bsBu4pOHCo>

<http://www.charlotteobserver.com/news/business/banking/article16076216.html>

<http://www.heraldonline.com/news/business/article12321035.html>

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