

**Course:** Writing 292: Professional Writing

**Semester:** Fall 2020

**Project:** Common Genres of Professional Communication

**Student:** Julia Gooch

## Supporting Document

### Professional Setting:

For this project, I decided to use my past experience working as an intern at a mutual fund company called Colorado BondShares. Colorado BondShares is a simple website where you can get all of the material that is registered with the SEC (Security Exchange Commission). The SEC “protects investors, maintains fair, orderly, and efficient markets, and facilitates capital formation” (Other, 2013) This company was founded and managed by Fred K., you may have noticed his presence in my documents. The business itself manages over a billion dollars, which was reached in 2016. The company works with many different states, but mainly focuses on Colorado (hence the name). Although the company may seem huge, it has 7 employees, some of who I mentioned in the above documents.

As you may have noticed, I only included people’s first name and last initial. This is because I used the people in the actual office, and deemed it unnecessary for the reader to know the full names. This is for the privacy of my ex-coworkers. The company does a lot to keep the information of the clients and employees secure. For example, you’ll notice in my email that I included the person’s routing number. Although this is public information for anyone, we still have strong firewalls and proxies that allow us to mention sensitive information over email. For my peer review, both people said to include a fake last name, and I decided that I didn’t want to change what I had written, and kept the names of my coworkers as first name and last initial.

### Rhetorical Situation:

- Email - The email I wrote was from myself, acting as a transfer agent at the company, and writing to Jill S., who is the fund accountant. I also carbon copied Donna D. because she is the bookkeeper. Although Jill is the only one who requires this information, Donna should get a copy because this is personal account information, two employees must check accuracy. One employee sets up the transaction, and the other approves of the transaction. As this is about a secure financial transaction, two sets of eyes must proof the document. The purpose of this letter is to inform the recipients of an error in banking information. This communication was prompted by the shareholder not being able to receive his money, if he were to sell his shares. The bank information is what the company uses to send and receive money from clients who want to buy or sell shares; which in turn adds to their investment overall. The email indicated that the routing number to the bank was incorrect, and was therefore fixed
- Memo - In reality, the company does not practice using memos, so this one I got to “play” with and make it my own. As the author, I contacted the operations department to let them know of upcoming changes. In this case, they were informed of my scheduled absence, and made aware of a new employee who would take my place. This memo was used to inform. I decided to include real world scenarios into this project, so I found it suiting to have my pregnancy prompt the situation of this communication.
- Letter - This letter was written from the president/CEO of the company. At Colorado BondShares, letters to specific shareholders contain very specific and private information, so I decided to use a scenario that would benefit all shareholders. Fred, the

author, wrote this letter to discuss the semi-annual report of the company. This gives the shareholders some insights into what their investment is doing within the economy. I decided to incorporate the eventfulness that has been 2020, and make the letter more situational based. Because of this, I would say the letter is semi-formal, but mostly formal due to the information being received by the audience. This is a letter that is sent out twice a year, so that is the situation that prompted communication.

#### Composing Decisions:

- Email - The email between coworkers wasn't 100% formal. Because there are less than 10 people managing the entire company, they have gotten to know each other, and don't need to use formality in emails. However, because the transaction requires action, the email warrants formality. The organization of this email was simple and to the point.
- Memo - This memo was written to an entire department. Because of this I used very formal tone, and precise information. The content only contained facts, not opinions - this memo did not contain rhetoric. The body of this memo was broken down into subjects.
- Letter - This letter was written from the perspective of the CEO of the company, and written to all shareholders. Because the interaction between Fred and each client is more of an acquaintance level, the letter took on a semi-formal approach. This genre included rhetoric because there needed to be sympathy along with support during this pandemic.

#### Reflection:

I think this project was really fun and a great way for me to learn more about the company I had interned for. I got to do a lot of research into past documents, "interview" some employees to know what their tone would be in a document, as well as get to incorporate my own ideas into the business. I honestly think the most challenging part of this project was writing the documents in the tone of who would write it. I found structure to be quite easy given we had a reference to work with. Also thankfully this company already had a letterhead that I didn't not have to create. Overall, I really enjoyed this project, and am excited to see how I did!

#### References:

Other. (2013, June 10). Retrieved September 15, 2020, from <https://www.sec.gov/Article/whatwedo.html>

**Email**

To: Jill S  
Cc: Donna D.  
Bcc:  
Subject: Incorrect Banking Info - Account #xxxxx

Hi Jill,

This is to let you know that the routing number on Mr. Jones' bank account is for an ACH transaction and is, therefore, incorrect. As we will be wiring his funds to him, the wire instructions should be changed to reflect a wire transaction. His correct routing number should be 123456789.

Thank you,

*Julia Gooch, Transfer Agent*

Colorado BondShares | 1200 17th St Ste 850 | Denver CO 80202  
e: [juliaegooch@gmail.com](mailto:juliaegooch@gmail.com) | p: 720-277-1509 | f: 303-572-6995



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## MEMO

To: Mutual Funds Operations Department  
From: Julia (*jpg*)  
Date: September 10, 2020  
Re: Julia's Maternity Leave

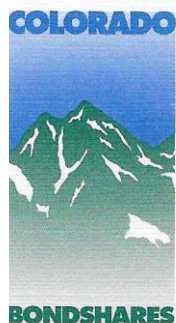
Fred,

I will be taking a 12-week maternity leave in mid to late October. My due date is October 22, 2020, and I will be taking time off according to when my daughter is born.

Because of this, I have hired and trained someone to take on my tasks during the time I am gone. As my replacement, Peter will handle all new and existing transfers from our branch to Kansas City. Peter has worked as a Transfer Agent in other companies around the world, including Hong Kong, Tokyo, and Vancouver.

If you have any questions or concerns, I will be available while I am on leave as well. Please give me 24 hours to respond via email or phone.

Thank you for your time.



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September 10, 2020

Kristen Waters  
1700 E. Louisiana Ave.  
Denver, CO 80210

Dear Shareholders,

I am going to make some sense for you of the events that have occurred during this semi-annual period, just ended March 31, 2020. Things in the economy were going so well that investors had become desensitized to the elements of risk. We then experienced some high risk situations. At first the credit markets became concerned because the price of oil reached such low levels that many of the corporate entities who had borrowed money would not be able to repay their loans. On the heels of the oil route, the news of the Coronavirus (COVID-19) became increasingly concerning as markets worried about the unfathomable effects of a pandemic.

Having said all that, what are the effects on Colorado BondShares? During the "Pandemic Madness" our share price dropped by 71 cents a share, the most in our history. So far we have recovered more than half of the original amount and prospects are good that we will recover the balance, but it is difficult to say how long that will take.

Important points to remember; even though the markdown was sudden and substantial, it was generally less than many of our competitors due to our shorter maturities and high cash balances. Further, we do not own any bonds issued by cities, towns, counties, or states. So, what do we own? Mostly non-rated bonds therefore there is no risk of a ratings downgrade. We own a significant amount of cash in addition to charter schools who are assured of their revenue a year in advance which is not reduced even if they are not in session due to a pandemic.

I never thought I would see the day when you could walk into a financial institution with a mask on and ask for money without raising alarm. Allow me to express my humble appreciation for your continued support and trust in Colorado BondShares

If you have any questions or concerns, do not hesitate to call our office: 303-572-6990

Sincerely,

Fred

Fred K.  
President

Encl: Semi-Annual Report (March 31, 2020)