

Victoria Roosa
1000 West Austin Blvd
Nevada, MO 64772

November 2nd, 2020

Don Zietlow
1626 Oak St,
La Crosse, WI 54656

Dear Mr. Zietlow,

My name is Victoria Roosa and I am currently an employee of Kwik Trip. I wanted to tell you how your appearance policies are affecting and can affect your employees. I know Kwik Trip prides itself on having happy employees, but at what sacrifice? Kwik Trip has several appearance policies. There are policies about tattoos, piercings, hair color, and even what our masks look like. I want you to consider what these policies do to your employees. Tattoos, piercings, hair color and so many other things allow us to express who we are as people. The limiting of these can cause your employees to feel like they are a different person at work. They may begin to hate coming to work and want to leave work as soon as they get there. The environment may become very toxic for the employee. This can cause the employee to become depressed, develop sleep problems, and, in worse case scenarios, cause suicidal tendencies.

Appearance is the biggest way a human being can express themselves, especially their sexuality. Sexuality can be expressed by tattoos or a specific earring or even the colors of their hair. For example, let's say that a coworker has their specific flag, representing their sexuality, tattooed on their arm. This flag and tattoo represent part of who this coworker is. Due to the tattoo policy, the tattoo must be covered up for fear of a customer complaining. This coworker sacrifices part of who they are in order to have a job. The LGBTQ+ community struggles to get hired already. Between the discrimination or the comments that get made during the hiring process, the people who are a part of this community may be skipped over for the job or refuse the job because the company was against the community.

I thought that you should be made aware of how these policies can and are affecting your employees and coworkers. Kwik Trip should be a place where coworkers shouldn't feel as though they have to hide who they are in order to get a job. It may be time to start relaxing on policies and see how your guests react. Maybe start by allowing different hair colors or by allowing tattoos to be visible.

Sincerely,

Victoria Roosa