For Employees

1. What do the tenure milestone names Kama Aina, Kapuna, and Kahuna mean?
   A: Kama Aina, marking an employee’s 3-year milestone, means “native.” Kapuna, celebrating an employee’s 5-year tenure, means “elder.” Kahuna, recognizing an employee’s 10-year milestone, means “expert.”

2. Will this program be applied retroactively?
   A: This depends on the program element. Anyone who reached any of the tenure milestones as of July 31, 2012 will receive all the desktop surfboards they are entitled to. The NPO donation is applied retroactively to only the most recent tenure milestone. In other words, if you have been here for 6 years you will receive the 3 and 5 year desktop surfboard, and your 5 year NPO donation.

3. How will I receive my desktop surfboard?
   A: Desktop surfboards will be shipped to the work location on record in Workday. So if you are based in an office, your surfboard will be sent there. If you are a home based worker, your surfboard will be sent to your home.

4. When will I receive my desktop surfboard?
   A: If you have reached one or more tenure milestones as of July 31, 2012 your catch up boards will begin shipping in August. We’re starting with the 10-year boards first, followed by 5 year, then 3 year. Going forward, you should expect to receive your surfboard around your anniversary.

5. I lost my desktop surfboard. Can I get a replacement?
   A: No. Your desktop surfboard was hand made just for you and cannot be replaced.

6. My surfboard arrived damaged. How can I get it fixed?
   A: While we’ve worked with our vendor to ensure sturdy packaging to protect the boards, in rare cases damage could occur in transit. Please refer to the warranty insert card included in your surfboard box or call our vendor, O.C. Tanner, at 1-888-883-0882. You can also let us know via the Employee Success Chatter group or by logging a ticket (HR > Benefits).
Riding the Wave FAQ

7. My surfboard hasn’t arrived. Who can check on its status?
   A: Please post a message to the Employee Success Chatter group or log a ticket (HR > Benefits) and we’ll look into it.

8. How do I designate the NPO I want my donation to go to?
   A: If you have reached a tenure milestone on or before July 31, 2012, your NPO donation was applied retroactive to the nearest tenure milestone. One-time catch up donations to recognize past tenure milestones have already been made on your behalf to 5 organizations selected by the Salesforce.com Foundation. The organizations that received donations are American Red Cross, Canadian Red Cross, St. Martin’s School, UNICEF, and Foundation for Cooperative Community Creation. Going forward, anyone who reaches a tenure milestone on or after August 1, 2012 will receive instructions via email on how to make their donation to a nonprofit of their choice at the beginning of the month in which their anniversary falls.

9. Can my grant be matched by the Foundation?
   A: No, the Riding the Wave grant is not eligible for company matching.

10. How long will I have to select the NPO to receive my grant?
    A: You will have 90 days to designate a recipient for the grant. After 90 days your donation will automatically be given to American Red Cross (AMER), Canadian Red Cross (Canada), St. Martin’s School (EMEA), UNICEF (APAC), and Foundation for Cooperative Community Creation (Japan).

11. How do I get my extra ticket to the Dreamforce Global Gala?
    A: Congratulations! Thanks for Riding the Wave with us for all these years. Closer to Dreamforce, we’ll give you information about how to get your extra ticket to the Global Gala. Keep in mind that your department must approve and cover the costs of any travel associated with Dreamforce.

12. In the initial launch there was talk of a Wall of Fame. What’s the status on that?
    A: We know the initial launch was a long time ago, and we’ve hit some bumps along the way. Our first priority was getting the surfboards and nonprofit donations up and running. Now that we’ve launched those parts of the program, we’ll focus on enhancements like the Wall of Fame.
13. I left salesforce.com and returned. Which hire date is used to calculate my anniversary?
A: If you returned to salesforce.com within one year of your previous termination date, your original date of hire is used for tenure-based recognition. If you were gone for more than one year, your most recent hire date will be used.

14. I came to salesforce.com through an acquisition. Which hire date is used to calculate my anniversary?
A: Your original hire date with the acquired company may be counted for tenure-based recognition based on the terms of the acquisition. You can check your continuous service date in Workday to confirm your hire date for tenure based programs. If your company was acquired by salesforce.com prior to July 31, 2012, you’ll receive catch-up surfboards and be included in the catch-up donation made on behalf of all employees who have reached a tenure milestone. If your acquisition close date is August 1, 2012 or after, your tenure milestones will be recognized on a go-forward basis, at your 3-, 5-, and 10-year anniversary. No retroactive surfboards or donations will be distributed for acquisitions after July 31, 2012.

For Managers

1. What is the Manager’s responsibility?
A: Recognize your employees! Wish them a happy anniversary on Chatter and/or give them their 3, 5, or 10 anniversary badge in Rypple so others can help celebrate the milestone. Call it out during your next 1:1 or All Hands Meeting. Ask your ECOMM to personally thank your long-term employees.

2. Were Rypple anniversary badges already distributed to employees who reached a tenure milestone prior to this program being launched?
A: We’re currently working on making this happen for any employee who has already reached tenure milestones as of July 31. We’ll be sure to update you on our progress. If your employees reach the tenure milestones on or after August 1, 2012 you should post the anniversary badge on the employee’s Rypple profile.
3. I want to know my employees’ anniversaries. Where can I find this?
A: You will receive notification from our vendor, OC Tanner, 30 days and 7 days prior to your employee(s) 3, 5, and 10 year anniversary. In addition you can log into Workday and run an anniversary report. If you want to look at an individual employee’s anniversary you can log into Workday and click into your employee’s record. Under the Job Details tab, you can view Continuous Service Date and Length of Service.

4. I’m a manager and I don’t seem to be getting the email notifications.
A: Notifications will begin in late August. Thirty days and 7 days before the employee’s anniversary, these notifications are sent to the manager of record in Workday. They are being sent from our vendor, OC Tanner. If you’ve checked for emails from OC Tanner and you still aren’t finding them, please post a message to the Employee Success Chatter group or log a ticket (HR > Benefits) and we’ll look into the matter for you.

5. I have already been giving gifts to my employees at their 10-year anniversary. Can I continue doing this? Can I give employees gifts in addition to what this program provides?
A: No. Tenure based programs are designed for all employees at salesforce.com to be recognized in a consistent manner. Once managers start giving additional gifts such as cash, weekend trips, iPads, etc. the experience for employees becomes one of “haves” and “have nots”.

In addition, celebrating tenure is about recognition – not reward. We have many opportunities to reward employees at salesforce.com. Turning this into another cash opportunity dilutes the core message, which is to celebrate connection to our company.

So what can you do? We recommend departmental lunch celebrations, Chatter/Rypple posts, recognition at All Hands Meetings and other non-cash/non-gift expressions of appreciation. And most importantly, remember the lowest cost yet most significant thing you can do: personally thank the employee for his/her contribution to our company.