

Musings on
corporate culture
from the employees,
clients, and friends of
Click Rain.



The assignment was simple: “Tell us what makes Click Rain unique.” We asked that question to past and present Click Rain employees and clients, anxious to see where their words would take them. What follows in this book are their unedited stories, inside jokes, and musings on what makes a strong company culture, what it means to have a true “family” in the office, and how work can be much more than just work.

Enjoy.



PAUL TEN HAKEN

President

Culture Schmulture

I have always hated the “c” word in business. Culture to me was a hand-holding, feel-good term that ranked up there with “synergy” and “guru” as my most-hated corporate buzzwords. One of my early business partners was a huge “culture guy” and was continually beating me over the head with terms like people development, talent themes, strengths finders, fostering growth, and so on. Honestly, I could have cared less about culture. Let’s just get the work done.

Then in 2009, my first employee quit and I quickly learned the cost of turnover. In the service industry, losing all that head knowledge and having to rebuild it in the mind of another can

be extremely costly. What could I have done differently to keep that employee? Was I a jerk? Was our culture a toxic one? Did we even have a culture?

Shortly after, I was having lunch with a fellow entrepreneur, talking about how hard it was to make an impact for God’s kingdom being “just” business people. I have always enjoyed lunches with this particular gentleman as we both are very transparent about letting our faith guide our business decisions. As we talked over some bad Mexican food that day, he looked me in the eye and said, “Paul, my company is my mission field. It’s my responsibility to witness to, foster, and grow these people into the best they can be.”

Wow. His company is his mission field. What a powerful way to look at leadership.

Since that day, Click Rain has become my mission field. And not in the Bible-thumping,

forcing-my-beliefs-on-someone way. I have chosen to treat my staff as people first, and employees second. They are husbands, wives, sons, daughters, soccer coaches, pet shelter volunteers, church music leaders, soccer players, fiction authors, marathon runners, awesome dads and moms, and so many other things. Oh, and they are employees of Click Rain, too—but that’s secondary.

You see, if you take care of people and treat them as people and not employees, profits will follow. There is no rocket science in that line of thinking, but it is so very hard for many companies to grasp. After all, the corporate machine is driven by profits and growing profits while maintaining a culture of positivity is nearly impossible.

Or is it?

How do I describe our culture to others? Faith, family, work. If our team can keep their



lives in that priority order, big things will happen for them personally, professionally, and spiritually. I've seen it firsthand, and it's awesome.

As you read this book, try to remember that the contributors in the pages to follow are not writers (well, most aren't, anyway). These people are web developers, moms, designers, amazing bakers, mediocre golfers, and a bunch of great people that have been brought together for purposes much bigger than digital marketing. We comprise a team that exists to make a difference—a difference in the lives of our colleagues, vendors, clients, the FedEx guy, and everyone we come in contact with. The root word of occupation is "occupy." If we are simply occupying our time at Click Rain, we may as well be trying to do all we can to impact others in a positive way while we do it.

That is the culture of Click Rain. I hope it comes through as you read the chapters that follow. Heck, I hope you take a few tidbits back to your place of work. Make your work your mission field and you'll never look at your "occupation" the same.



MARK DRZYCIMSKI

Senior Developer

7 Things I'd Never Have Done Without This One Weird Workplace

1. Get my picture taken with the Oscar Meyer Wienermobile.
2. Play Settlers of Catan in a hotel lobby.
3. Drink midnight milkshakes in Vegas.
4. Swim in the Gulf of Mexico at sunrise.
5. Use a (very rustic) public restroom on top of a volcano in Nicaragua.
6. Build a pastor's house with my son in the Dominican Republic.
7. Work with the nicest, smartest, most brilliant group of people in the Midwest. Or anywhere. Probably.



Hi. I'm Mark (D). I guess I've been here a while.

Seeing Click Rain grow from a three-dude shop to what it is today is honestly a little disorienting. A lot has changed—a lot has to change—but something that has been a constant over the past few years (and something that continues to amaze me) is the consistent goodness of my co-workers. Über-smart, sure. Insatiably thirsty for knowledge? Yeah, great. Those things are fine, but we've all seen those types before. What we don't usually see is those attributes combined with genuine agreeableness. Friendliness.

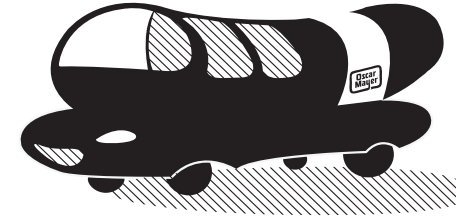
In a fast-paced, communications-intensive environment, it's so easy to do it wrong. But Click Rain has managed to take the high road: discussion instead of drama, straightforward conversations instead of political backbiting. We've had plenty of opportunities to fail

“ We’ve had plenty of opportunities to fail each other in the past, but again and again, this group lives peacefully side by side, sharing resources, using rudimentary tools to construct nests out of the native foliage.”

each other in the past, but again and again, this group lives peacefully side by side, sharing resources, using rudimentary tools to construct nests out of the native foliage. (Sorry, blipped over to NatGeo there for a sec.)

So back to the list at the beginning. Every book documenting corporate culture needs a list like that, right? Impressive-sounding locations, goofy activities juxtaposed, insider nods, in-jokes, etc. But looking at that list

it hits me again—no item there would hold even a fraction of its value if I had been doing it alone. Being blessed with an office full of co-workers that one can also count as friends is an aberration. But it's one that I'll accept gladly.



Thank you, Click Rain.



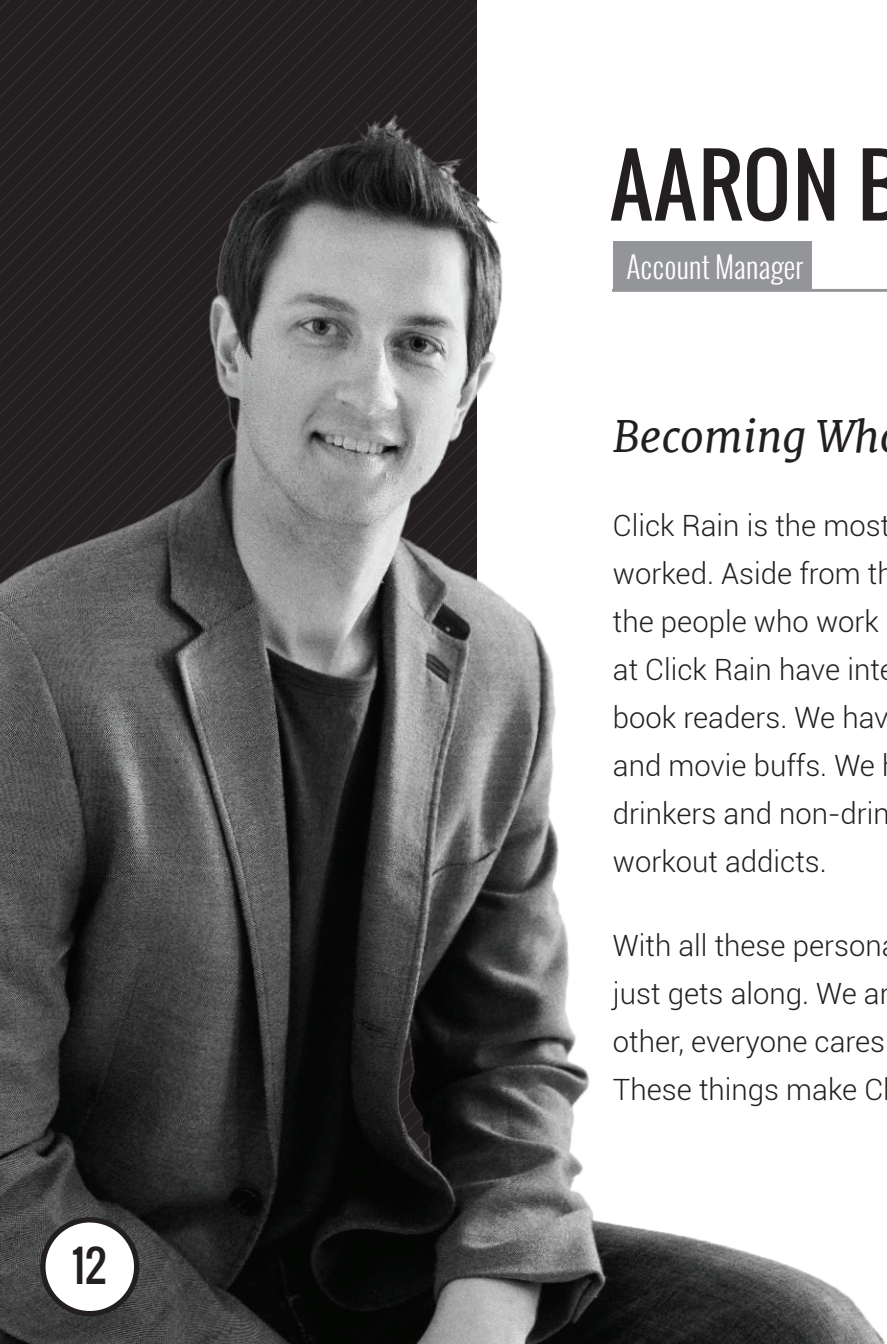
Joel Dykstra Client

“ I believe the Click Rain culture consistently demonstrates caring for the people and business objectives of their clients. They apply a high degree of integrity and business ethics from top to bottom and that shows in the way staff feel empowered to do the “right thing” rather than pursuing whatever will maximize Click Rain’s bottom line from a single transaction.



Megan Fischer Client

“ What’s made our collaboration with Click Rain thrive is our match of faith-based missions. After all, it’s the people—whether at a small business or a university—who make an organization successful. Paul and his executive team’s ability to leverage human capital by investing in employees’ well-being—both professionally and personally—is what sets Click Rain apart from other marketing agencies.



AARON BLUMER

Account Manager

Becoming Who We Were Meant to Be

Click Rain is the most unique and awesome place I have ever worked. Aside from the amazing work that comes out of here, the people who work here are absolutely top-notch. The people at Click Rain have interests that run the gamut. We have comic book readers. We have Star Trek nerds. We have sports fans and movie buffs. We have introverts and extroverts. We have drinkers and non-drinkers. We have bikers and runners and workout addicts.

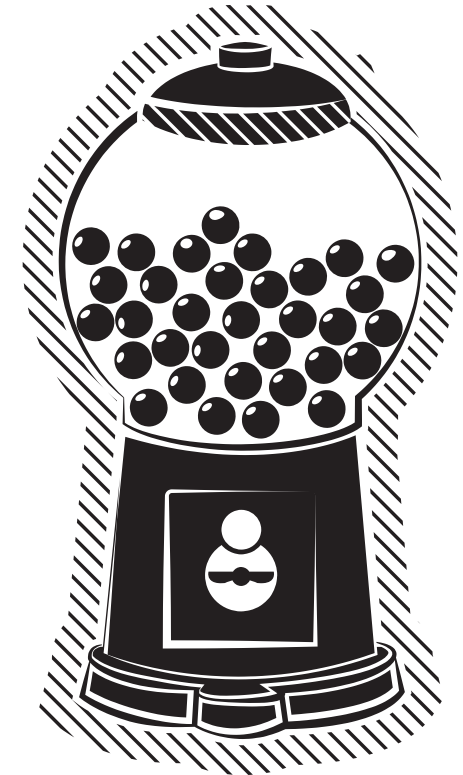
With all these personalities and interests, somehow everyone just gets along. We are like a big family. Everyone supports each other, everyone cares for each other, and there is no judgement. These things make Click Rain an amazing place to work and

they play a large role in the quality of work that comes from this office.

I have grown as a person, as a husband, and as a father since starting at Click Rain. The environment and culture allow me to focus on work while at work, and let it all go when I get home so I can give everything to my family. Every day I am encouraged to grow professionally and also personally.

Knowing that everyone at Click Rain supports me and my family, it is easy to get motivated and give absolutely everything I can back to the people here. It also motivates me to throw myself into my work and be an asset for the business.

Getting up in the morning and coming to work is easy knowing I will always be greeted with a sincere "Good morning!" followed by a full day of hard work and great fun.





CARISSA SCHOFFELMAN

Office Manager

The Evolution of Click Rain

I began working at Click Rain when it was small. I was the fifth employee and came in one day per week to help with bookkeeping. It's been really cool to see the company grow and mature in my tenure here.

More importantly, it's been great to see the culture of Click Rain in action. There has always been a genuine care for people—a genuine desire to find success for employees, clients, and business partners.

It's evident in most everything that happens here, from the hiring process, to the clear and honest communication provided to clients, to the service trip offerings, and even just the occasional free lunch.

I am really passionate about people and relationships. It's become more evident the longer I've worked here that my passion aligns with this company's passion. Above the bottom line and so many other egregious things organizations can get caught up in, Click Rain truly values people, their strengths, their talents, and how that fits in and can keep the company on the leading edge of technology and marketing.

This value is then passed on to the clients who receive quality work and measurable results.

When I orient people at Click Rain on their first day, I always tell them, "Click Rain is a great place to be!" Most of them already have that realization and respond with a similar sentiment. That's a great feeling!



And the people here are outstanding, a joy to come to work with each day. The people I work with are more than just co-workers—they are my friends.



Lindsey Meyers Client

“Click Rain’s priorities are faith, family, work—in that order. Their employees benefit from this clear delineation and it sets the tone for their culture.”



Kimber Severson Client

“Click Rainers live out their culture. Their office is great—a fun and welcoming atmosphere, but you don’t have to be at their office to experience their culture. No matter where the meeting is, they bring it with them. It’s a part of them. It’s what they do, how they do it and who they are.”





PEDER AADAH

Online Marketing Strategist

A Long Overdue Thank You

Company culture. Every company has it and how you treat your employees is the primary factor behind it.

It has been over a year since I started working at Click Rain and I know my life is better because of that decision.

I have had the privilege of working at some great places, but Click Rain has been a true blessing. Never have I worked in such a place where there are so many smart people who can work so well with each other.

We are not afraid to have fun with each other—and yet we can really buckle down and work together to finish challenging projects. This attitude only pushes us to get better as a team, but even more importantly as people.

Another thing that drives Click Rain is the priorities of faith, family, and then work. If a pressing family event comes up, it's okay. They understand that life happens.

These priorities have not only helped me when I am working in the office, but even when I am home. I am by nature a little bit of a workaholic, but thankfully Click Rain has reminded me that I need to spend time with my family too.

I know there are not a lot of companies whose culture has that positive of an effect in their home life.

Additionally, embracing personal strengths is an important factor in the culture here. Every week, we are reminded of the strengths of someone on the team, which in turn helps us understand and relate better with each other.

However, embracing your strengths and understanding your weaknesses has helped me learn more about myself than anywhere else I have worked.

As a part of the Online Marketing Strategist team, I am certain that I am working with some of the most knowledgeable people that I know in our industry. Having been here over a year, the wealth of information and experience that I have obtained is like night and day. Coming in, I did know a thing or two about

“ *Embracing personal strengths is an important factor in the culture here. Every week, we are reminded of the strengths of someone on the team, which in turn helps us understand and relate better with each other.* ”

online marketing, but now I know things that even people in my own industry do not even know exist.

That is testament to the level of talent I work with and yet, we all have a great time working together.

Each one here has had a great impact on me.

Thanks to Ryan, who first introduced me to Click Rain, and encouraged me to stick with it in my early days starting here.

Thanks to Tyler, who helped me understand the power of relationships and LinkedIn.

Thanks to Melissa, who helped show me that I am not a designer.

Thanks to Kylie, who started with me, was a great encouragement, and always had a great laugh. She is deeply missed, but it is exciting

“ *That is testament to the level of talent I work with—and yet we all have a great time working together.* ”

to see where she will go.

Thanks to Dave, who is an inspiration to all of us as someone who has amazing chops in design and development and is even AdWords certified. Enough said.

Thanks to Hendo, who makes me smile daily.

Thanks to Justine, who seems to laugh at my jokes and is willing to help me with my grammar questions.

Thanks to Sarah, who is a great encourager, and yet is not afraid to tell it like it is.

Thanks to Brady, who is one of my fellow Dave

Ramsey fans and helped remind me that staying out of debt can allow you to do some very amazing things.

Thanks to Bryan, who is an avid soccer fan like myself and is also a great example for me in making sure I spend time with my family.

Thanks to Colin, who makes us all laugh and who is a great example of someone who is not afraid to learn about other things related to his industry.

Thanks to Mark, who has helped me start biking to work. When you work with someone who is willing to bike in blizzard conditions, it puts your own laziness into perspective. I also have had some great memories with Mark, one of which involved smoking a cigar atop a balcony overlooking the sea at night in Cancún sipping White Russians. Pretty epic.

Thanks to Curtis, my fellow online marketing

strategist, who is not afraid to speak his mind while I am more deliberative. Those two differences have been very good for each of us in our discussions. It has been a blessing to have him sit across me since I started and bounce ideas back and forth.

Thanks to Julie, who has been such an encouragement to me here at Click Rain. She is a great online marketer and is extremely approachable. However, be sure to never give her a high five.

Thanks to Kate, who has had to put up with me constantly interrupting her. We sit right next to each other, and I enjoy the perspective she brings to the table. Also, I am little jealous of her ability to focus.

Thanks to Aaron, who is not afraid to poke fun, but has a great ability to work with our clients. Additionally, his M&M's dispenser has made



his desk the water-cooler area of the office.

Thanks to James, who has a loose filter on his mouth, which helps lighten the mood no matter who he seems to be with. He has made me laugh so many times I lost count a long time ago.

Thanks to Brittany, who is willing to jump in on so many projects I send her way. Additionally, she has been a great encouragement and example of someone who has helped me to eat healthier and work on breaking my Diet Coke addiction.

Thanks to Kristina, who seriously is one of the most organized and focused people I know. I have shared many good laughs with her and I know many more will come.

Thanks to Amy, who pretty much can make anything look good. I know that she is going

places.

Thanks to Tamara, who has been one of the funnest people that I have worked with. We have shared some great memories as well, which include zip-lining across a lake, rappelling down a cliff, enjoying a Cenote, climbing a Mayan temple, being blessed by a shaman, and enjoying a Coke Lite on the side of the road in a small Mexican town. Yeah, that happened.

Thanks to Amanda, who has had to put up with me the most. There have already been a couple of times where we have had to stay pretty late to make sure deadlines were met. However, she does everything with a smile and has a great laugh. She can make difficult tasks fun.

Thanks to Eric, who can be a little intimidating at times, but is also one of most caring people



here. He is not afraid to push you to new levels, but at the same time will check on you to make sure you are doing okay.

Thanks to Rohn, who Kylie and I would always joke around with new hires about the pre-Rohn and post-Rohn days. Rohn is someone who already has done some amazing

things on his own, but has such a heart for mentoring others that he came to Click Rain. His guidance has not only helped me in my role here, but has been an extreme help in my family life, too. He is someone who not only wants to equip you in your work at Click Rain, but ultimately equip you for your life.

Thanks to Chris... here, I am not even sure where to begin. Chris is extremely good at being an online marketer (like, the 1% of the 1%) and yet also cares for us all. His guidance has taken my online marketing abilities to new levels, and has helped me become more confident in my abilities. He is and has been a great leader for the OMS team and I am so grateful that he saw something in me.

Thanks to Paul, who started this whole thing. I do not want to inflate his ego any more than it already is, but what he has created here at Click Rain is incredibly special. He strives to be





the best in this industry, but is also extremely protective of the culture and people here. Without him, I would probably never have met all of the amazing people listed above, and missed out on some amazing experiences and personal growth. We all love Paul.

Finally, I need to thank my wife Alison for encouraging me to pursue the opportunity here at Click Rain, and for having that feeling that one day I would work for Click Rain. I know she has a better husband because of it. We are glad that our son Brady was inducted into the Lil' Rain family and are extremely excited to be adding another one soon.

KRISTINA JOHNSON

Account Coordinator

Love at First Bake-Off

I knew I would love Click Rain before I even had my first day. Around two weeks before I started, I was on a company-wide email chain surrounding the topic of our first-ever company bake-off.

My favorite part were the rules (as written by Bryan Burgers):

1. No mincemeat pies.
2. To prevent baking fatigue, there will be breaks between rounds, so you shouldn't need to bake three times in the span of 10 days.
3. Seeds for the tournament will be chosen randomly. No NCAA selection committee. No pre-tournament play.



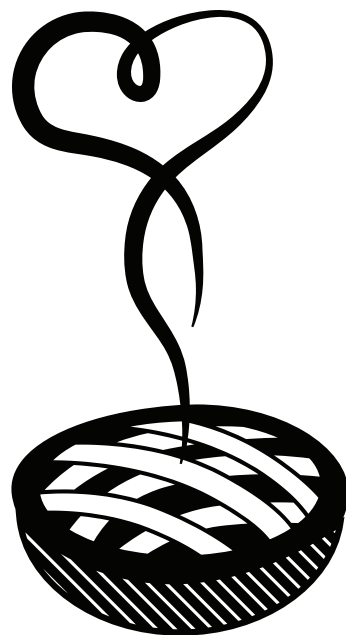


4. Your baked goods may be commissioned. From someone in your family (say, a 4H baking winner) or from a store. But being a moral person, you'll probably disclose the source of your baked goods.
5. Really, no mincemeat pies.

Honestly, how could you not be excited to start a job when you know you'll be working with people who have a sick sense of humor and who clearly love baked goods?

In all seriousness, I am blessed to work at Click Rain. As my first job after college, I need to pinch myself to remember how fortunate I am.

I work at a place where the president of the company personally asks me whether I am comfortable working on accounts dealing with controversial issues, where my personal goals are important and my strengths are utilized. My passions are put into action whenever the



company can use them. Although many of the things I am tasked with are not part of my job description, they are my favorite part of my job. My bosses care about me, and want me to be happy at work and grow both personally and professionally.

“ *I work across from a claw machine, my co-workers have two fake Twitter accounts for me, and I was allowed to plan a fantasy Olympics for the office.* ”

And to end with more fun stuff. I work across from a claw machine, my co-workers have two fake Twitter accounts for me, and I was allowed to plan a fantasy Olympics for the office (my team, the Speedy Swedes, did horribly). My boss flies a remote control helicopter and inevitably crashes it. My co-workers nicknamed me within weeks of starting.

I am happy when I go to work and look forward to arriving each day. And that is why I love Click Rain and its culture.





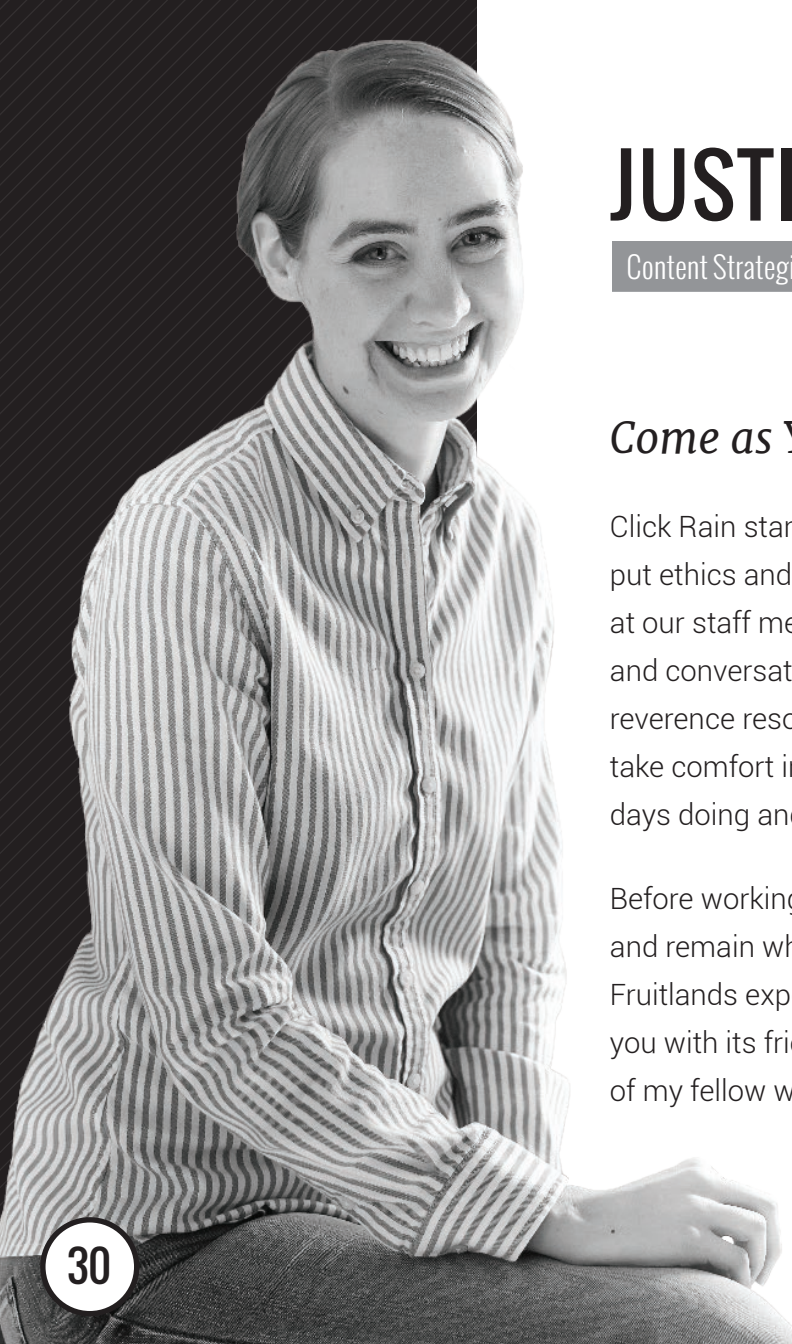
Lindsey Gerard Client

“A lot of employees dream of work-life balance. The Click Rain staff lives it. They are supported by the entire team’s commitment to faith, family and work. What are the results of international service trips and professional development in Las Vegas? A group of smiling people who are always ready to provide great solutions to their clients.



Erin Butler Client

“From strategy meetings, to group outings, to trips across South Dakota, to the sought-after title of Pumpkin Carving Contest Judge, and a hundred other ways, I’ve been blessed to experience Click Rain’s culture both personally & professionally. Their culture affords everyone the ability to have fun at work again and yet do so without lowering the standard of workmanship.



JUSTINE MURTHA

Content Strategist

Come as You Are

Click Rain stands together as a community who chooses to put ethics and diligence above financial profit. Every Monday at our staff meeting, we are reminded through scripture and conversation of this mission to do good above all. This reverence resonates with me. In college, I studied ethics, and I take comfort in the implicit agreement that we can spend our days doing and being—or at least striving to be—good.

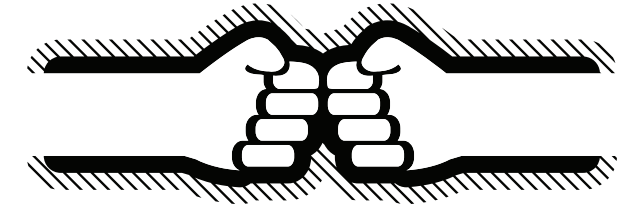
Before working here, I did not believe an office could be friends and remain whole and unbroken—the failure of the infamous Fruitlands experiment comes to mind. But Click Rain surprises you with its friendliness. I think this is due to the thoughtfulness of my fellow workers, who are willing to listen and compromise

“It’s a very come-as-you-are atmosphere—something that reminds me of many communities built on faith. What brings us together is the World Wide Web, but what keeps us together is our culture.”

when there is good reason to compromise. Not only that, but they are also willing to lend a hand so that every project can be a success.

C.S. Lewis famously said, “The next best thing to being wise oneself is to live in a circle of those who are.” Click Rain is one of these wise circles, albeit with a quirky, relaxed outlook. Here, we can discuss everything from French poetry to how and when to hyphenate “fist bump” (only when it’s used as a verb). We can

describe in meticulous detail ever-changing web standards and search algorithms. Or, we can just hang out on the back porch after work and drink some bourbon—if you’re into that. It’s a very come-as-you-are atmosphere—something that reminds me of many communities built on faith. What brings us together is the World Wide Web, but what keeps us together is our culture.





BRYAN BURGERS

Developer

What's Important

I work on the internet. I build websites for the internet. It's exciting, really. Every day, I get to create something new—something good—and put it out there for the world to see. And I love it.

At Click Rain, that's what I get to do every day. I go to work in the morning and I create something out of nothing—no, really, I create websites out of information and ideas and electrons. It's a bit like magic, really. Then I head home to be with my family.

My family.

See, it's my family that's important to me. Click Rain gets that. They get that I want to be with my family. They get that I'd

probably rather be camping than in the office. They get that I promised my daughter I was going to play in the sandbox with her tonight, and I'm not breaking that promise.

Not only do they get that, but they respect that, and they do everything they can to encourage that. Which is exactly why I love Click Rain.

That and because I get to be a magician and create websites out of thin air every day.





JAMES KRUEGER

Partner

The Secret Sauce

It's cliché to say, but each individual on our team is what truly makes Click Rain special. Our team is the secret sauce behind everything that we do. There is zero drama and I truly consider my co-workers as friends. It's just an added bonus that they are also the brightest minds in the digital space. Each and every day is going to be different at Click Rain and all you can do is buckle up and enjoy the ride.

As a company and team, we truly walk the walk when we say "faith, family, work". Saying this is one thing, but actually living this out in your daily life and at work is another. The fact that our company can help be the catalyst behind this mantra, helping to hold us accountable, is just gravy.

Along with team members, we have phenomenal clients as well. When you are considered an extension of clients' teams, and not a vendor, you really grow close and the work shows it. Helping them grow their business and play a part of that is amazing.





BRADY FOPMA

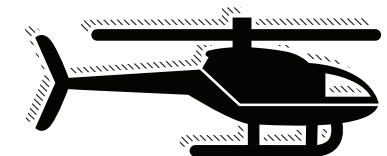
Director of Web Development

A Creative Cardassian Carrot Cake Culture

It has been such a privilege to work at Click Rain for the past three years. Each day, I have the opportunity to work alongside an incredibly smart and talented team of people. But more importantly, it is a joy to call each of these individuals friends. This is why I get up in the morning:

- Aaron's "man-pris" and \$65 table tennis racket
- Amanda's focus and high school mascot
- Amy's creativity and awesome magnet designs (soon to be t-shirts)
- Brittany's positivity, as well as her grandfather (Dordt College!), father (a great pastor to me), nephew (a friend to my son), and former youth group leader (who would that be?)

- Bryan's punny t-shirts, pizza prowess, and penchant for keeping watch over both IE8 & the World Cup
- Carissa's servant heart and ability to keep everything organized
- Chris's pumpkin-carving skills, humble personality, and aversion to certain baby t-shirt models
- Colin's hourly countdown to Google IO and Click Rain's #microsoftbob
- Curtis's ping-pong lobs, Star Trek knowledge, and mastery of donuts
- Dave's incredible design talent, while secretly being an equally impressive developer
- Eric's movie quotes, endless stories, and bean bag accuracy
- Hendo's humor, creative genius, and pet cow (or is it a guy on a buffalo?)
- James's winter beard and always-friendly disposition
- Julie's infectious laugh and world's best carrot cake
- Justine's #slack humor and hatred of '80s music (thank you!)
- Kate's insights and amazing marketing mind
- Kristina's #kjprobs and smallest obscure candy museum in the world
- Mark D's talent for making websites, decks, and children
- Paul's helicopter piloting skills, intercom announcements, and oh, so, so much more (enough to fill another book)





- Peder's bike trail adventures and upcoming debt-free scream!
- Rohn's "big picture" perspective and willingness to listen
- Sarah's kind heart, especially to cats and Cardassians
- Tamara's ability to gracefully handle multiple projects, clients, and my personality

I am so thankful that God placed this amazing group of people in my life. They are the culture of Click Rain.

“ Each day, I have the opportunity to work alongside an incredibly smart and talented team of people.

MARK HENDERSON

Director of Creative Services

A Leap Of Faith

I started at Click Rain in March of 2009. The company was barely one year old. Excluding Paul, I was employee number three at the time. I had only ever worked for larger, more established agencies, so coming on board was a leap of faith to say the least. But from day one, something special was in the air. It was unspoken then—just a vibe, really—but evident to all who walked through our office doors. People—whether employees, partners, or clients—were priority number one.

Click Rain has been blessed with a steady stream of work and, as a result, we've had to add staff at a relatively fast pace. With this rapid growth, I think it would've been very easy for us to lose sight of the big picture, focus on the "machine" that had been built, and let our people-first mentality slip away. But there has





People COME BEFORE PROFITS

been a very deliberate, intentional effort within Click Rain to define and protect the culture that our people have built. It's evident in nearly everything we do, from our emphasis on core values during the hiring process, to sending employees across the globe on mission trips, to serving in the community, to random team lunches and outings, that people come before profits. Period.

At the end of the day, the single biggest reason we value people the way we do is

because of our faith and its presence in the workplace. It's rare to find a secular organization that isn't afraid to wear its faith on its sleeve. Paul established this on day one, and everyone who has come on board since has embraced it. It's infectious and breeds nothing but trust, compassion, empathy, and respect for co-workers. I'm thankful for the opportunity to work here and, though there have been ups and downs, I've never regretted making that leap of faith.

TAMARA PARLIAMENT

Project Manager

Work Hard, Play Harder

What really makes Click Rain special is the people. It's awesome to come to work every day and be surrounded by such a diverse and spectacular group of people. Everyone has a unique personality and set of skills, and I love getting the opportunity to spend time one-on-one with someone and really pick their brain. Even when things get stressful, it's my co-workers who help me alleviate that frustration. Sometimes, we decide to do Team Drink on a Wednesday—simply because it's Wednesday! Being able to spend time with my co-workers in non-work environments really helps bring the team closer together, and keeps me invigorated when we are back in the office.

We are all committed to the "work hard, play harder" mentality, and it keeps all of us fresh. There are many pranks played in the



office, from Photoshop gaffes to full-on meme wars. I once received a call from a "prospect" who asked increasingly strange questions, when I suddenly realized it was Tyler calling from the other side of the room. He'd still better watch his back!

Truly, I feel that the investment in employees' personal happiness is what sets Click Rain apart from any place I have worked before. The emphasis is not on what can you do for the company, but instead focuses on building individuals up to create a stronger company. Working with friends, it's easy to keep a work-life balance. I have truly become a much healthier person by being immersed in such a rewarding atmosphere.



DAVE VER MEER

Interactive Strategist

Click Rain Brings Out the Poet in Me

Click Rain, how do I love thee? Let me count the ways. I love thee to the depth—okay, I'm not really going to put you through that, but I do want to share a few top reasons why I love working at Click Rain.

1. Integrity. Many companies talk about integrity, but few walk the talk. This is especially true at Click Rain in the day-to-day instances where it would be easy to look the other way and let something slide. We hold each other accountable and we deliver on what we promise.
2. Passion. It's obvious when someone really doesn't have passion for what they do. Everyone here is an expert at what they do and we're always pushing ourselves to grow. We're not content to rest on our past successes, and it shows in our work.





3. Culture. Every employee fits into the culture and each of us pulls on the rope in the same direction. We have traditions, like the annual bake-off contest, bourbon club, chicken and waffle Wednesdays, or just getting together after work on a Friday. And when you work here, you're family.

4. Purpose. At the end of the day, I want to know that I've accomplished something meaningful. Click Rain provides opportunities

for me to do that every day, through my design duties and outside of work hours. Volunteering in our local community, supporting worthy organizations, and sending people on mission trips are just a few of the ways Click Rain lets us make a difference.

I'm proud to say I work at Click Rain and I think it's a true test of whether you really like working somewhere.

SARAH RHEA WERNER

Content Strategist

Does Not Compute

It was January 2012, and I had been at Click Rain for about two weeks. The winter had been icy, and our office carpet was gritty with salt that had been tracked in on people's shoes.

I was working on an analytics report when the vacuum cleaner fired up. I glanced up from my work and did a double-take—Paul was vacuuming.

Paul, the president of Click Rain.

"Watch your feet," he said as the vacuum zoomed past my toes.

I remember lifting my feet so that he could vacuum under them. I remember giving him this blank, "does-not-compute" look. I had never seen a person in charge, a person of power, do something like that before.





It was such a small thing, but I remember it vividly even today.

Because servant leadership is in the small things. It's not in the showy ribbon-cuttings or the highly-publicized cancer walks or even a day spent at the food bank. It's in the ordinary day-to-day stuff. It's in vulnerability and compassion and a desire to see your employees live rich, fulfilling lives.

My dad had his first heart attack in June 2012. One of my co-workers, Chris, took me aside.

"Hey, are you okay?" he asked. "Do you want to talk about it?"

I talked about it, but that wasn't what mattered. What mattered was that Chris wanted to help. That he was probably incredibly uncomfortable facing down his weepy, distraught co-worker—that he felt just as helpless as I did.

“ *I think what matters most is what lies behind that culture. It's the affirmation that everyone is human. That behind each desk sits not an employee but a living, breathing individual with strengths and faults and uncertainties and dreams.* ”

Later, I thought a little more about what matters. I thought about all the jobs I'd had over the years—about fluorescent-lit breakrooms and micromanagers and ID badges and office drama and cubicles and suits and ties.

I thought about all of the things those workplaces had done to dehumanize their workers.

Then I thought about Click Rain. I thought about high-fives and bake-offs and mission trips and group lunches and blue jeans. I thought about all of the times my opinion was taken seriously. I thought about the friendships I'd forged with co-workers who respected, trusted, and humbled me.

I thought about one afternoon last summer when I was overworked and overstressed and James took me out for a much-needed drink. I thought about the first time Eric ever gave me a compliment.

I thought about Paul vacuuming underneath his employees' feet.

At Click Rain, we've been talking more and more about our "culture" and our "faith, family, work" perspective. But I think what matters most is what lies behind that culture.

It's the affirmation that everyone is human. That behind each desk sits not an employee but a living, breathing individual with strengths and faults and uncertainties and dreams. It's the fundamental belief that everyone matters, and how we live each day with that in mind.





Matt Sage Client

“ In one word, I would describe Click Rain as a family. I really don’t think there is a better way to put it. Whether it be games in the office, serving the community, whatever, they always do it together.



Dan Statema Client

“ The culture at Click Rain is hard to describe. You have to experience it to understand it. It is unique, fun and sometimes downright silly, but for the client, it is always effective.

I enjoy visiting the Click Rain office because it is like visiting the cross between a college library during finals and a circus.



CURTIS JACOB

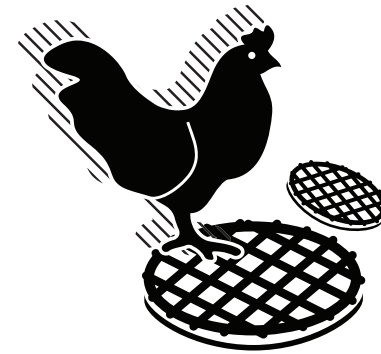
Online Marketing Strategist

Chicken + Waffles = Bake-Off

What follows is a re-imagining of how a simple lunch outing for chicken & waffles turned into a month-long, company-wide bake-off competition.

Once upon a time, a small group of hungry workers left their village looking for something to eat. Not far from the village, they came across a bakery sitting on the edge of a chicken farm. The smell of baked goods was nearly intoxicating, so the workers decided to enter the bakery and see if they could purchase something to eat.

The owner of the establishment welcomed them as they entered, announcing that there was only one item on the menu today. "Chicken and Waffles," the man exclaimed. "My chicken



farm has been doing extremely well this year, so we have a special sale on chicken and waffles." The hungry workers were unsure of this strange mixture of ingredients, but hunger was getting the best of them.

So after a very short discussion amongst themselves, they decided to try this strange concoction. Little did the workers realize that the chicken and waffles had been magically enhanced to make those that ate them become extra desirous of tasty, baked desserts.

As the workers were heading back to their village, the concoction started to affect them. By the time they had arrived back at their village, they were so enthralled with eating baked goods that they had devised a plan to satisfy their newfound love of sweets.

Every day, two workers would be required to go down to the bakery and bring back baked items for all to try. Each worker would then taste and vote for their favorite baked item, with the loser being executed and the winner being allowed to live to eat more desserts another day. Eventually, the baker went out of business, because most of his customers were now dead, and sold his farm and bakery to the last remaining worker.

Moral: Choose your desserts wisely... or something like that.



ERIC ELLEFSON

Partner

#Truth: Reflections of the Elder

At the time of this entry, I am 39 years old, which officially qualifies me as the “elder” team member. With that title comes great responsibility—not really, but it does provide me a plethora of professional experiences to ponder as I write about the Click Rain culture.

Google “company culture” and you will come across something along the lines of “company culture represents the collective values, beliefs and principles of organizational members and is a product of such factors as history, product, market, technology, and strategy, type of employees, management style, and national culture.” While this is all true, for me, culture is more. At least, when it comes to Click Rain it is.

Throughout my career, I have had many opportunities to share my time with talented people in some really cool buildings producing quality work for outstanding clients.

Regardless of the level of each of these attributes, I can honestly say that none of my prior employers had a strong culture. To me, they were just a job... that's right, a J-O-B.

So culture—what is it, really, and what makes Click Rain different? Honestly, I know what it means to me, personally, but I struggle to find words that don't just sound cliché. Our culture starts with a dedication to Faith, Family, and Work in all we do. These three pillars allow us to keep every day in perspective and ensure that, while we take our work seriously, no one takes themselves too seriously since we know that our work is only a small part of who we are. Combined with respect for each person's talents regardless of position, and

a commitment to doing the right thing... not only do you have the most cliché sounding definition of culture, but you have #TRUTH from the elder.

Steve Jobs once said, “[What you choose to do] has got to be something that you're passionate about because otherwise you won't have the perseverance to see it through.” For Click Rain, digital is a serious passion, but before it comes family and faith.





AMANDA OBERG

Copywriter

Seriously, I Love It Here

Around my eighth week on the job, I was walking in our front door like any other day. If you've seen our office, you know there is an open staircase when you enter that goes up to the second level where most of the desks are. Walking up the stairs, not paying much attention, all of a sudden I heard clapping—slow clapping. All of my colleagues were standing around the stair railings, slow clapping as I walked up the stairs, for no reason other than to just slow-clap in the morning arrivals. Things like this just don't happen! This was my "Seriously, I'm going to love it here" moment.

Every week is full of random amusing moments, from claw-machine face-offs, ping-pong tournaments, massive group lunches, and even full-on serenades. I laugh every day I'm in

the office! We really do work hard and take what we do seriously, but the fun really does help make the work we do for our clients that much better. The leadership at Click Rain believes this too.

Working with brilliant, kind, and genuine individuals is just one of the many things I freaking adore about my job. I could go on forever about my colleagues and clients at Click Rain. Each person is so different, but we all get along like old friends. There hasn't been a day I haven't felt like a part of the team. (Being 5'1", you know you fit in when your colleagues are already pulling out the "short-person" jokes).

The ability to be creative and constantly learn in my job keeps me energized throughout the week. Learning is a huge part of our culture. Our weekly "Stratus" meetings with Professor Prendergast (more like classroom sessions)

where we review all things digital, and biweekly "Lunch-and-Learns" (same concept but with Pizza Ranch delivery), in addition to our 20-some digital marketing experts on hand who are willing to share their knowledge, all add to the pluses that come along with working for a company that truly cares about its people.





CHRIS PRENDERGAST

Director of Online Marketing

The Click Rain Portfolio

If you want to know what Click Rain is like, just look at our amazing portfolio.

I'm not talking about all the marketing campaigns we've launched, although some were pretty impressive. Nor am I referring to the many websites we've built, even though a few have been award-winning.

I'm talking about the people.

Look at the people who work here. It's easy to say that Click Rain employees are good at web design or development, content strategy, online marketing, or account service; they have to have the right skill-set to be hired in the first place.

But look at the characteristics of these people that aren't part of their job descriptions. I'm constantly impressed by my co-workers' sense of humor, kindness, and generosity. Click Rain doesn't create these qualities in people, but I like to think that we help them thrive.

Many people apply for jobs here looking to attach the Click Rain name to their resumes. I'm more proud of the inverse—that Click Rain gets to attach our name to the amazing employees who make a difference in the world.

Look at the people we work with. Our clients aren't just the customers who write us a check every month; they're our friends, collaborators, and partners. The best part about our partnership is a sense of shared purpose. Their goals are our goals, and their wins are our wins. We're lucky to include

each of our clients in the Click Rain extended family.

Beyond just business strategies and profits, I like to think that we partner with clients who share the mindset of "faith, family, work." Some of our clients have the direct mission of service and outreach, while others—like Click Rain itself—use their day-to-day business as the basis for empowering their employees to serve a greater purpose.

Look at the people we've helped. To many in the region, the Click Rain brand refers to web design and online marketing expertise. But to a small town in Nicaragua, Click Rain means the group that helped out with technology at a new school. To 15 area middle-school girls, Click Rain is a place to learn about leadership skills for women in business. To a few elderly couples in Sioux Falls, Click Rain is the team that helps rake their lawns in the fall. This is

the Click Rain portfolio that I'm most proud of.

So if you want to know Click Rain, look at the people. Talk to any of them, hear their stories, and learn what really makes this company culture so great.



KATE KOTZEA

Online Marketing Strategist

Always Thinking Differently

"We can't solve problems by using the same kind of thinking we used when we created them." — Albert Einstein

This is one of my favorite quotes, and it's a good reminder to always be thinking differently. That's what I love about digital marketing; it is always evolving and allows marketers the opportunity to change the way we think about campaigns and goals. And that's what I really love about Click Rain—the entire company is full of people who want to change the way we always think about things, which leads to new ideas and at times some very random discussions. It's rare to be surrounded by people always wanting to make something better or challenging a method just because "it's the way it's always been done". But this place is full of smart, nerdy, funny, and great people who are always thinking differently.





Michelle Lavalley Client

“ I have been successful because I believe anything is possible. “How hard can it be?” is my story. Paul and his team at Click Rain understand and share that drive. The willingness to try a new mobile tactic or campaign, the stick-to-it-ness in tracking and proving an ROI and to keep going deeper – to walk the path with the customer, no matter how demanding the assignment, is why Click Rain is a standout. They have repeatedly earned my respect and trust.



Roger Nolan Client

“ It’s obvious the group at Click Rain strikes a balance with work and personal endeavors. It’s nice to partner with an organization that recognizes the importance that life exists outside of “normal” business hours.





COLIN TRACY

Developer

The Coolest Nerds in Town

Through my short career, I've worked in a multitude of industries ranging from geological engineer to retail, and although each of those industries has its merits, there is nothing that compares to working in development and online marketing. The tech industry as a whole has such a strong gravitational pull and sense of community. Heavyweights like Google, Microsoft, and Apple have brought community and culture to the forefront, but in all reality, it's places like Click Rain that have nurtured the "nerd" culture. It's still the small businesses, the four-man developer teams, the homebrews that grow ideas and allow "nerd" culture to flourish.

We are committing ourselves to this type of culture daily, with small gatherings to enjoy chicken & waffles, enjoying old movies

on lunch break, bake-offs, developer meetups. It's these small daily activities that make the days at Click Rain so much fun. You never know when you might get a slow clap up the steps in the morning or the next meme you'll receive through email. It's a culture that I imagine took a lot of work to start and implement, but one that has developed on its own and takes very little work at all to maintain.

The maintenance takes care of itself because it's ingrained in the people that work here; each person has their own interpretation of what the culture is but they all work together in an almost scary cliché euphoria. It's this type of amazing culture that makes working in the tech industry so coveted. But one particular aspect that sets Click Rain apart from the rest of the tech industry is its focus on friends and family. Most tech companies

have a fun culture, but they have that to keep you there, to keep you chipping away at the product they produce. Click Rain knows that this is only part of your life, not your whole life. Although the separation of work and play at Click Rain are oftentimes blurred, there are always reminders from staff that family comes first. From small conversations with co-workers who are truly interested in your fiancée to company picnics, the emphasis on family is always there.





ROHN GIBSON

VP of Client Strategy

#Blessed

In today's world, it is rare to find a company whose business priorities and culture match your own. I feel truly blessed to be a part of the Click Rain family, where faith, family, and work are respected and a part of our everyday life.

Faith is a non-negotiable part of who I am. I truly appreciate that the leadership of Click Rain created an environment where your faith is encouraged. This encouragement is played out through many opportunities to serve in our own community and around the world.

Family is at the heart of our Click Rain culture. A deep respect for personal family time is upheld as we determine project workloads and off-hour business commitments. We encourage

each team member to live a balanced life and have even encouraged team members to not check email during off hours... really, who does that?

We love digital marketing. It's not just what we do—it's part of our DNA. We love what we do and we love our clients—it's the perfect combination.

Faith. Family. Work. They're the three pillars of our company's culture and one of the many reasons I love being a part of the Click Rain family.





Krista Orsack Client

“ The culture at Click Rain is unique, fun and refreshing. You can see and feel the happiness, but yet a strong commitment shines through in daily interactions. Especially, in the eleventh hour of a major campaign launch, fretting all night, and to arrive at work the next morning and receive an email or a call that everything is in line and deliverables are coming your way...without even asking.

JULIE HOYER

Online Marketing Strategist

A Recipe for Culture from the Bake-Off Winner

The culture at Click Rain can be defined by four things:

- 1. Leadership
2. Passion
3. Engagement
4. Respect

Leadership.

"Those who lead by example and demonstrate passion for what they do make it much easier for their followers to do the same."
- Marshall Goldsmith

You can't have a book about culture without, simultaneously,





it being a book about leadership. The tone of the culture at Click Rain starts with the Leadership Team. Their commitment to creating a culture defined by energy, positivity, compassion, and fun filters down to all employees.

Passion.

"A leader leads by example, whether he intends to or not." – Anonymous

There are many leaders at Click Rain, but not all are in leadership positions. These individuals showcase such a strong passion for what they do that it infects the entire office. That passion breeds positivity and a commitment to strive for greatness.

Engagement.

"No company, small or large, can win over the long run without energized employees who believe in the mission and understand how to

achieve it." – Jack Welch

At Click Rain, the "mission" is about much more than online marketing. Click Rain invests countless hours in its employees' personal, professional, and spiritual development. Not only do they want you to be the best at your 8-5 job, they want you to have the freedom to be a good person—mother, father, sister, son—in your daily life. That is only possible when employees have the freedom NOT to put work first. By encouraging engagement in the larger global community, Click Rain has inspired not just employees but also clients and business partners to achieve more.

Respect.

"Respect is how to treat everyone, not just those you want to impress." – Richard Branson

As humans, we have a basic need to be

heard. As humans in the workplace, we have the need to also be valued and appreciated. Taking the time to say "thank you", "great work", or "I couldn't have done that without your help" are essential pieces to the employee fulfillment puzzle.

Cultivating a culture of mutual respect and appreciation not only engages employees but also just makes them feel good about getting out of bed each and every day.





BRITTANY LINK

Former Account Coordinator

Eight to Five and Have a Life

Even though I was only with Click Rain for a short time, I'd been following the company since it began. And when I became part of the team, I was finally able to explain firsthand what I love about this place!

Some examples of company culture are our ping-pong tournament, secret Twitter handles (@kjprobs, follow her!), chicken + waffles, Amy bringing her dog to work, and Paul and Aaron's hilarious headshot meme battle. Not only is Click Rain an entertaining atmosphere, but they truly care about their employees' well-being. I love that we have a personal development plan to set goals for ourselves professionally and personally.

Click Rain believes in a Faith, Family, Work motto, which means I can

be passionate about my job and love what I do, but when the workday is over, I can focus my time on my husband, family, friends, and hobbies. I'm thankful that my bosses value those things.

“ *...but when the workday is over, I can focus my time on my husband, family, friends, and hobbies.* ”

Another bonus? As part of the Faith motto, Click Rain does morning devotions and offers to help cover costs for a missions trip without taking PTO. Say what?! I was so very blessed to be a Click Rainer.



AMY GEHLING

Former Interactive Strategist

Behind the Company Name

I have listened to countless lectures and read about a million articles (scientifically accurate number, of course) that stress the importance of surrounding yourself with people who are the type of person you want to become. At Click Rain, I was surrounded by both intelligent and incredibly talented individuals. Conversations were never dull and there was always someone ready with a snarky witticism which kept things interesting. While at Click Rain, I accumulated recommendations for books, blogs, and speakers to check out on almost a daily basis. Working with the team went beyond being surrounded by people with technical talents. The people at Click Rain showed so much compassion in everything that they did. This included anything from stopping by somebody's desk to ask how they were doing, and genuinely caring about the response, to volunteering

for mission trips to serve those with less than they had.

Furthermore, in the short time I worked there, I witnessed the humanization of the individual in the workplace, and the impact that had on employee's happiness. This was exemplified during the weekly team meetings, when the agenda turned to a discussion about how each person has a story and how each one of us could make a difference. This was shown in the culture that focuses on an individual's strengths, rather than their weaknesses. This was shown in the care that each of the directors take in helping their teams achieve their goals—both professionally and personally. This was shown in the time that Click Rain encourages each new employee to take to get to know each and every individual in the workplace. As a talker, that was my favorite part of the onboarding process, and

gave me an immediate sense of being a part of a larger team. It allowed me to meet each person on a human-to-human level, and go beyond knowing a person just as their job title.

I love and value the time I had working at Click Rain. Not because of my job title. Not because of the work that I did. While both of those things were great, what I valued most was the people that were behind the company name. I valued the ability to not only witness, but to also be a part of, a team that worked for each other and not against each other. That will always be carried with me in my professional life and in any ventures I choose to pursue.

“ *Conversations were never dull and there was always someone ready with a snarky witticism which kept things interesting.* ”



TAYLOR HOEKSTRA

Former Account Coordinator

The Honeymoon Isn't Over

Yes. Click Rain is widely successful. The company has the ability to set the bar high without coming up short. The financial goals achieved while I was an employee were outstanding. Click Rain is an extraordinary company, one for which I know the sky is the limit.

Don't get me wrong—proper financial well-being is crucial to the success of a company, but that isn't what makes Click Rain tick. You see, it's not the solid reputation of work well done, it's not the major clients Click Rain has landed, and it's not even the downtown location. Nope. It's the laughter. It's the daily smiles. It's the patience the veterans have with the newbies. It's the fact that the South Dakota Entrepreneur of the Year has no ego. It's the people.

Click Rain has an ingenious idea, one that is capturing the innovations

that have forever changed our lives through digital. But Click Rain wouldn't be what it is today if it wasn't for the people. Paul could write a book (and I hope he does) titled, "Ignite a Culture Destined for Success," because he is clearly an expert in this arena. Just spend a day with the Click Rain folks—you'll know what I mean. The flow of the team members and the intricate way which every skillset coordinates with each other is nothing short of a masterpiece.

One vivid example of the culture Click Rain cultivates happened in my first couple weeks of employment. I was getting married, and would be taking a week off for a honeymoon. Even though I was not yet on full employment status and therefore did not receive paid time off, Paul paid me throughout the entire week I was gone. Not only that, the Click Rain crew gave me both comical and sincere

advice on marriage and having a wife. I was even talked through my upcoming honeymoon to Jamaica. After all the great advice and laughter ended, I began to pack up my things. When the people at the office noticed I was about to leave, I heard Billy Idol blast on through the speakers (which were substantially louder than normal). Of course, it was none other than the song "White Wedding". Everyone burst out in laughter and gave me a send-off only they could give.

While at Click Rain I performed basic account coordination. I was given many projects, some of which I was very excited about, and some I was not so thrilled about. However, I could always count on one thing—I would be with a group of friends who would join in conversation, poke fun at each other, spark laughter, and encourage each other to perform at the highest possible level.



MELISSA HECKEL

Former Interactive Strategist

Some People Whistle While They Work. We Laugh.

I am incredibly grateful for the time that I got to spend at Click Rain! I learned so much just by being around such a talented group of people—and the best part is that these same talented people all leave their egos at the door. I had never worked at a place before where everyone respected one another so much and truly cared for one another—inside and outside of the office.

The part about my job that I loved the most was that I laughed every day. Click Rain has a great group of people who work hard but have fun in the process, and don't take life too seriously.

The company culture is also one of the best aspects of working at Click Rain. Paul leads by example in his work ethic, how he treats

others, and through his work outside of Click Rain, including the Dispatch Project. Allowing and encouraging his employees to keep their priorities of faith, family, and work in order is something that I appreciated so much. Working part-time for Click Rain allowed me to have the work/family balance that I needed in my life at that time, and I was so blessed to have a boss and co-workers who understood that!

“ *The part about my job that I loved the most was that I laughed every day.* ”



TYLER EVANS

Former Account Manager

Land of 1,000 Stories

I loved my time at Click Rain, so it is difficult to just name one favorite about working at CR.

I love the people that are at Click Rain. They are really the catalysts behind the dynamic and amazing culture at Click Rain. When so many times “culture” is just a word that has little meaning in organizations, Click Rain embraces the “Click Rain Culture”—and what that really means is a culture of family, inclusion, and dedication to excellence. This industry is so aggressive that it is common to let poisonous behavior win over patience and doing what is right above profit, and Click Rain is the best in the business at ensuring that everyone is on the same page, marching toward the same goal, while standing on the pillars of Click Rain: Faith, Family, Work.

I could share 1,000 stories, but I know my space is limited. I was given the opportunity to go to the Dominican Republic on a mission trip, and it was life-changing. I was nervous for many reasons, but mainly because I was going into the middle of a country to help people who I didn't know or understand. But it was a great experience that will not ever be forgotten. I would never have had the courage to do something that transformative without Click Rain. It is something that I can never repay—I am forever indebted to Click Rain for that opportunity.

When I think about Click Rain, there are two words that always pop into my head: Love and excellence. If you know nothing about Click Rain, all you need to know is that Click Rain represents those two words above anything else they do.



RYAN EGAN

Former Online Marketing Strategist

Let [Digital Marketing & Strategy] Freedom Ring

Click Rain will always rock, both as a company and for me, personally. It's a rare business when vision, mission, and culture actually match up, and Click Rain consistently pulled it off. When they say "Faith, family, work," they really mean it—and can back it up with action to prove it. While I was working for Click Rain, our young daughter was battling some health issues and needed to be admitted to a children's hospital in California for three weeks. There was a lot of hour-shifting and flexibility that had to happen with my schedule, and I was supported in so many ways. It was quite amazing, really.

The sense of pride and excellence in the work at Click Rain was a huge motivation for me, pushing me to make sure I became better

at my work. I loved the freedom to try new things and the chance to actually apply them and use them right away if we felt they would have a legitimate impact on Click Rain or our clients.

“ Click Rain will always rock,
both as a company and for me,
personally.

One of my favorite days at Click Rain was moving into the office on 7th and Phillips. The anticipation of a new space, fun time with other employees, and nearly getting attacked with Sarah by an angry man while walking back and forth between offices made the day incredibly memorable.

I truly treasure the friendships and experiences from my time at Click Rain.



KYLIE DAHL

Former Account Coordinator

More Than Just a Pretty Office

When I arrived for my second interview at Click Rain, I was brought into Paul's office.

Sitting amongst modern, mid-century-inspired furniture and décor, a photograph behind Paul's desk caught my eye. It was a photograph of a service trip he had taken to the Dominican Republic a few years ago. When I asked Paul about the photo, he went on to tell me how Click Rain gave employees an opportunity to serve, both abroad and in our community. While he continued to share his experience, I began to know Paul as I know him today, as one of the most genuine people I've ever met.

Throughout my career at Click Rain I consumed, explored, and learned so much. Consumption in the form of free coffee and soda, bake-offs,

and team outings. Explored while volunteering for a week at the Jamaican Deaf Village as well as enjoying a few days relaxing with my co-workers on a beach in Cancun. Lastly, I was fortunate to learn so much from the talented people I was lucky enough to work alongside at Click Rain.

Click Rain encompassed so much in a small (but expanding) space.

Working in a small, open space provided room to collaborate with coworkers on projects as well as share a laugh or two or five. James, Paul, and Eric take the hiring process very seriously in determining if a potential hire will fit well not only with the job, but also the culture and the people. As this was my first full-time job outside of college, I told Paul in a teary goodbye that my standards of employment are now at an all-time high.

I am presently working for a larger agency, and I am lucky to have found a place that is flexible and creative. However, the family I had at Click Rain is one thing I will always miss. The team at Click Rain is one of the best. They take their work seriously, but hold their faith, family, and friends in an even higher regard. As one of Click Rain's biggest fans, I can't wait to see where they go and what impact they have on the city of Sioux Falls.

I can bet they'll make it rain.

Ba da bing.

“...I began to know Paul as I know him today, as one of the most genuine people I've ever met.













