

Rhetorical Triangle Analysis

by

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My proposal will offer a solution for the use of three undeveloped parcels of land in Fitchburg, Wisconsin, a suburb of Madison. This project would preserve the land for wildlife conservation efforts and would construct a wildlife observation deck and boardwalks around the wetland on this property. The project would also include educational signage. The undeveloped land is owned by two different companies, both of which are based in the Madison metropolitan area, and both of which have facilities adjacent to the property. Most of the land (two parcels) is owned by Promega Corporation and the smaller parcel is owned by Sub-Zero Group. As such, the proposal will be directed to the giving arms of both companies: specifically, Promega Corporate Giving and Sub-Zero Group Foundation. Both companies are known for their commitment to their employees, their community engagement, and their charitable donations, but neither company is known for donations to conservation or environmental concerns. As such, the attitude to the proposal is likely to be positive in terms of the possibility of creating a benefit for the employees of the nearby facilities, but the attitude is likely to be neutral or non-receptive in terms of funding a conservation project.

Promega Corporation and Sub-Zero Group are the owners of the parcels being considered in this proposal. These companies have a vested interest in how this land is treated simply due to their ownership of the property and the proximity of the property to their facilities. Both companies own and have developed multiple properties in the Madison and Fitchburg areas. The request to preserve this land for wildlife conservation should note their ownership of multiple

properties in the greater Madison area and seek to convince them of the benefit of leaving this specific property undeveloped.

Promega Corporation and Sub-Zero Group are local businesses with deep community ties. Promega Group is based in Fitchburg with several facilities in the area, including one next door to the property under consideration. Sub-Zero Group is based in Madison with a large facility adjacent to the property under consideration. Employees of both companies live in or around Fitchburg and these employees pass by the property in question every day as they travel to and from work. The appeal to use this land for conservation purposes should focus on how this project would better the communities that the companies are part of and that their employees live and work in.

Both companies are known for their commitment to their employees and for their dedication to being positive workplaces. Promega prominently highlights “Top Workplace” awards on their website. Sub-Zero Group emphasizes employee growth. Promega Corporation emphasizes employee well-being. The proposal should focus on the potential benefits of the project to the employees who work at the adjacent facilities. The proposed project would protect a large swath of beautiful land near the facilities and would create an accessible, well-maintained boardwalk that could be used by the employees. It is well-documented that spending time in nature improves mood and reduces stress. A new, walkable natural area adjacent to the facilities could be a draw for prospective employees. It could boost employee retention. It could improve the well-being of current employees and thus improve productivity. All these factors should be focused on in the proposal.

The giving arms of both companies are not specifically focused on conservation or wildlife. The giving arm of Sub-Zero Group is focused on food security. The giving arm of Promega Corporation is focused on science, education, and creativity. As such, the proposal should focus not on the charitable aspect of the project, but on how funding this project could have a positive impact for the community and a positive impact for their employees. The proposal should also focus on how this project could improve the public's perception of these companies as part of their community and the companies' commitment to improving the quality of life in Fitchburg and the Madison metro area.