

MAXX AWARD

MAXIMIZING PEOPLE POTENTIAL

call for entries!



Get the recognition you deserve for your company's outstanding HR or training program!

This is the only award of its kind, where proven practices are recognized distinctively by HR and training professionals in the retail food industry.

Tell the story of how you develop people in your organization. Outline the learning/training challenges you faced and how the program you developed helped to improve productivity and consistency, while decreasing training time and costs.

Tell us how you created a recipe for success!

Why is the MAXX Award important to your organization?

This award recognizes companies that have invested in the growth and development of its employees. Demonstrate how your initiative delivered measurable financial results for the company and how you've affected the organization value declaration for associates.

Award-winning programs get bottom-line results.

This award is specifically designed to recognize the value you bring to your company. Award finalists will present their entries at the 2008 FMI Human Resource/Training & Development Conference on September 14-16, in Monterey, California.

We are looking for organizations that recognize the results derived from a specific, positive learning culture provide long-term benefits. Submissions don't have to be complex, complicated, or costly. If the program had C-level involvement and aligned with business objectives and/or the company culture, we want to hear from you.



From last year's winners...

"The recognition given by industry peers who selected our program for the 2007 FMI MAXX AWARD was professionally rewarding and has showcased a program that continues to positively impact our bottom line. Turnover continues to improve. Our newest team members continue to be optimally prepared to get started successfully with the organization."

Krag Swartz, Director of Training and Development, Lund Food Holdings Inc.

"I was honored to present an initiative we felt strongly about as an organization. Since that time we have had several inquiries from other retailers wanting to learn more about our program in order to enhance or improve their efforts in educating and employing youth."

Ty Kelly, Store Manager, Wegmans Food Markets

How to Enter

Entries must be submitted and postmarked by **August 19, 2008** and should include the following:

- 1. Program Description** – 2000-2500 word report describing the focus and scope of your company's program, detailing its measurable benefits to the organization over a 12-month period. Program examples include:
- 2. Program Summary** – 500-word executive summary of the Program Description to be posted on the FMI website
- 3. Contact Information** – Contact name, phone number, email address, company name, mailing address and number of employees for your organization

You may include a **maximum** of two articles or work products detailing and/or supporting the initiative. These pieces will not be returned to you.

Categories

There are two categories of entry based on total number of employees. One winner will be chosen from each category:

Category 1: Small to Mid-range companies
(1-4000 employees)

Category 2: Mid-range to Large companies
(4000+ employees)



Submit your entry via mail or e-mail to:

Food Marketing Institute

Kimberly Roberts • Senior Manager, Education
2345 Crystal Drive, Suite 800 • Arlington, VA 22202
Phone: 202.220.0720 • E-mail: kroberts@fmi.org

Judging Process and Criteria

Phase 1: Semi-finalists for each category are selected from all submissions and notified by August 22.

Phase 2: Semi-finalists give a 15 minute presentation to an initial judging panel on September 15 of the FMI HR/T&D Conference.

Phase 3: Two finalists from each category are selected to present their program to conference attendees during a morning General Session on September 15.

Phase 4: The conference attendees vote for the exceptional program and a winner is chosen from each category.

Programs are evaluated based on:

- Return on investment over a 12-month period
- Workplace learning and performance impact
- Involvement of company leaders
- Originality

FMI MAXX Award Winners receive:

- Visibility on the FMI website
- Mention in FMI dailyLead, an e-newsletter with 32,000 subscribers
- Acknowledgement in 2009 FMI MAXX Award promotional materials
- Authorized use of the FMI MAXX Award logo for recruitment and retention efforts
- The FMI MAXX Award trophy

Don't Delay!
Deadline for entries is August 19, 2008