

Call for Entries!



FMI Maximizing People Potential Award

**GET THE RECOGNITION YOU DESERVE FOR YOUR
COMPANY'S OUTSTANDING HR OR TRAINING PROGRAM!**

The FMI **MAXX Award** honors member companies that have achieved positive, measurable business results through innovative human resource or training programs. This is the only award of its kind, where effective human resource and training & development practices are recognized and rewarded in the retail food industry.

Tell us how you created a recipe for success! The **MAXX Award** recognizes companies that have invested in the growth and development of their employees and positively impacted the bottom line.

Award finalists will present their programs at the 2010 FMI HUMAN RESOURCES/ TRAINING & DEVELOPMENT CONFERENCE, September 26-28, in Baltimore, MD, where the winners will be voted on by industry HR and training professionals.

**HEAR WHAT THE LAST MAXX AWARD WINNERS SAID
ABOUT THE EFFECTS OF WINNING THIS AWARD...**

"It was an honor to receive the MAXX Award as decided by our peers in the industry. Our TEAM process showcases the importance and benefits of associate engagement and this recognition has helped continue the growth and positive momentum of a crucial program."

Mike Miller, Director of Training, Price Chopper Supermarkets

"Receiving the FMI MAXX Award was a tremendous honor for our company and especially our HR Department. The award validated all of the hard work we do and it legitimized all of the training efforts that the Training & Development Department sets forth. Being recognized by a body of peers made the award very special, and the opportunity to share our program with others who could benefit from our successes made it that much more rewarding."

Charles Gandara, Recruiting and Development Manager, Superior Grocers

HOW TO ENTER

Submissions don't have to be complex or complicated. If your program had leadership involvement, aligned with business objectives, and had a measurable impact on the company and your employees, we want to hear from you!

Entries must be submitted and postmarked by **August 20, 2010**, and should include the following:

- 1. Program Description** – 2000- to 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.
- 2. Program Summary** – 500-word executive summary of the Program Description, which may be posted on the FMI website.
- 3. Contact Information** – Contact name, phone number, email address, company name, mailing address, number of stores and number of employees in 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 award categories based on the total number of company employees. One winner will be chosen from each category:

- Category 1:** Small to mid-sized companies (1-4,000 employees)
Category 2: Mid-sized to large companies (4,000+ employees)

JUDGING PROCESS

Phase 1: Semi-finalists for each category are selected from all submissions and notified by early September. If not already registered, semi-finalists must register and attend the 2010 FMI HR/T&D Conference, September 26-28 in Baltimore, MD.

Phase 2: Semi-finalists give a 20-minute presentation to an initial judging panel on September 26 at the FMI HR/T&D Conference.

Phase 3: Two finalists from each category are selected to present their program to conference attendees during a general session on September 27.

Phase 4: The conference attendees vote and a winner is determined from each category. The winners are announced and celebrated at the MAXX Awards Reception on September 27.

JUDGING CRITERIA

Programs are evaluated based on:

- Needs assessment
- Program objectives
- Alignment with company goals
- Originality and creativity
- Learning objectives
- Program design
- Employee impact (sustained over a 6- to 12-month period)
- Return on investment over a 6- to 12-month period
- Cultural impact on the company

FMI MAXX Award winners receive:

- Two complimentary registrations to FMI Future Connect, May 10-12, 2011 in Dallas, TX
- Visibility on the FMI website
- Coverage in an FMI press release announcing the winners
- Mention in FMI dailyLead, an e-newsletter with 40,000 subscribers
- Acknowledgement in future FMI MAXX Award promotional materials
- Authorized use of the FMI MAXX Award logo for recruitment and retention efforts
- The FMI MAXX Award trophy

Submit your entry via mail or (preferably) e-mail to:

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Don't Delay!
Deadline for entries
is August 20, 2010.