



# People Do Matter 2010

Created to encourage effective practices in human resources, the *People Do Matter (PDM)* initiative recognizes southwestern Pennsylvania employers whose human resource practices best demonstrate the importance of providing workers a positive return on their contributions of time, attention, ideas, knowledge, passion, energy, and social networks to ensure productivity, efficiency, and business results.

Founded by the Allegheny Conference on Community Development, in collaboration with the Pittsburgh Human Resources Association (PHRA), the Community College of Allegheny County, the Pittsburgh Chapter of the American Society for Training and Development, the Pittsburgh Technology Council, and the SMC Business Councils in 2000, the goal of the *PDM* initiative is to increase regional awareness of human capital investments and to encourage, recognize and replicate high-performance human resources practices in Southwestern Pennsylvania. After five years of being under the umbrella of the Allegheny Conference on Community Development and Affiliates, administration of the *PDM* initiative was transitioned to PHRA. With the collaborative efforts of many essential partners, advisors and sponsors from around the region, PHRA will continue upholding the tradition and quality of this prestigious initiative.

Each year, Southwestern Pennsylvania employers are encouraged to submit nominations recognizing innovative practices in three areas: People, Learning & Development, and Work Structure & Processes.

## RECOGNITION

We recognize effective human resources practices in three categories:

1. **People.** Strategies that enable recruiting excellence, retention of a high quality workforce, clear rewards, commitment to diversity, and/or a mutually respectful, flexible workplace. The focus here is on approaches to recruitment, compensation, recognition, or work-life balance.
2. **Learning and Development.** Strategies to achieve exceptional employee performance through skills advancement, knowledge creation, and knowledge transfer. The focus here is on approaches to link learning with business strategy, measure and value the firm's investments in learning, leverage intellectual capital, or implement new approaches to training and learning.
3. **Work Structure and Processes.** Strategies that facilitate positive change, increase organizational and employee productivity, and create value in the marketplace and for the company's customers. The focus here is on approaches to communicate vision and strategy throughout the organization, align processes and systems with business strategy, adapt to technological change, or harness high involvement to drive change.

We may also recognize special achievement based on the feedback and discretion of the review committee.

## EVALUATION

People Do Matter nominations will be judged by a panel of regional experts and scored on three criteria:

1. **Contribution** to your organization's needs and strategic or tactical plan(s)
2. **Results**
3. **Creativity**

Please view our website at [www.pittsburghhra.org](http://www.pittsburghhra.org), and click on the People Do Matter link for information about past winners.

## AWARDS CEREMONY & RECEPTION

Finalists will be notified on or before April 2, 2010. Winning initiatives will be announced at an awards ceremony and reception on May 27, 2010. Details and ticket/table information forthcoming.

## ELIGIBILITY

To qualify, your company must be located in Southwestern Pennsylvania. Completed nominations are due by **March 5, 2010**.

### 2009 Honorees

Eat 'n Park Hospitality Group, Inc.  
IntegraCare Corporation  
Alpern Rosentha

### 2008 Honorees

Bayer Corporation  
Clark Metal Products  
L.B. Foster  
Western Pennsylvania Training Collaborative

### 2007 Honorees

MAYA Designs  
Educational Management Corporation  
Carnegie Mellon University

### 2006 Honorees

The Federal Reserve Bank of Cleveland, Pittsburgh Branch  
Kennametal  
Human Resources Collaborative

### 2004 Honorees

MARC USA  
Private Industry Council of Westmoreland-Fayette, Inc.  
Blattner Brunner  
PNC Financial Services Group  
Resperionics

# 2010 People Do Matter Nomination Form

Great employees don't just happen – great companies create and nurture them. Let us know how your human resource practices enable greater employee productivity and provide increased value to your organization's customers. By demonstrating that *people do matter* to your company, you may be recognized as one of the best employers in Southwestern Pennsylvania! Each year, the PHRA and its partner organizations recognize all types of organizations – large and small, new and established, for-profit and not-for-profit – from across the region. The one thing they have in common is that they are committed to being the best they can be through helping their employees be the best they can be. It's that simple.

**NOMINATED BY:**       Self                               Other

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Relationship to nominee: \_\_\_\_\_

## **NOMINEE:**

Company or Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company Web Address: \_\_\_\_\_

Product/Service: \_\_\_\_\_

Number of Employees (Total/Location): \_\_\_\_\_ Number of HR Staff (Total/Location): \_\_\_\_\_

## **RECOGNIZED PROJECT OR INITIATIVE:**

Select the category that you feel best fits the HR initiative.

*This selection is meant as a guide to the judges. The review committee reserves the right to reclassify the entry.*

People       Learning and Development       Work Structure and Processes

Attach responses to the following questions. **Submissions should be no more than five pages in length.**

- A. **Challenge:** Describe the business issues(s) or challenge(s) faced.
- B. **Description:** Provide a brief description/outline of the initiative, including its goals, how it was aligned to business or tactical plans, key activities, timeline, resources required, and current status.
- C. **Results:** What difference has the initiative made? What metrics did the company/organization use to measure results (e.g., financial goals, productivity goals, customer goals, HR metrics)? What data collection and analysis methods were used (e.g., internal or external benchmarking, employee or customer feedback, trend analysis)?
- D. **Lessons Learned:** What lessons have been learned? What would be done differently? The same? What advice can be given to another company starting a similar initiative?
- E. **Creativity:** How did this initiative eliminate business-as-usual mentality? How was it a new and effective practice for the company? What did the company/organization do differently in order to improve and/or achieve the desired outcomes?

To submit your nomination or for more information, please contact:

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