

**CONTACT:** Whitney Hale, (859) 257-1754 ext. 229

**FOR RELEASE**

## **iwin Leads State-wide Partnership to Promote Workplace Flexibility**

**LEXINGTON, Ky. (Jan. 20, 2009)** – The [Institute for Workplace Innovation \(iwin\)](#) at the University of Kentucky was recently chosen as a lead organization for the Kentucky [When Work Works](#) initiative. Kentucky was selected as one of only three states to launch the initiative at a statewide level; Greater Louisville Inc. was also selected to represent the Louisville area. When Work Works is a national community-based initiative that highlights the importance of workplace flexibility as a business strategy.

“State government is extremely pleased to partner with other pioneers to develop and implement integrated workplace strategies and research emerging global trends,” said Governor Steve Beshear. “Better workplace practices will help Kentucky become not only an employer-of-choice but also a state-of-choice.”

When Work Works aims to educate employers about workplace flexibility through multiple educational opportunities. The program also offers these employers the opportunity to apply for the [Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility](#) and to recognize Kentucky's Sloan Award winners.

“This is an excellent opportunity for the state's businesses to showcase their workplace flexibility practices and to get local, state and national publicity,” said [Jennifer Swanberg](#), executive director of iwin. “Sloan Award winners are recognized in a full-page advertisement in USA Today, the Congressional Record, local media, and at local awards ceremonies.”

The Kentucky program will be guided by a coalition of community leaders known as the Core Leadership Community Coalition (CLCC). The CLCC is comprised of public and private partners from across the state who are interested in seeing Kentucky employers compete and thrive in a global economy.

The CLCC will be comprised of representatives from [Kentucky Chamber of Commerce](#), [Kentucky Society for Human Resource Management](#), [Bluegrass Chapter of the Society for Human Resource Management](#), [Northern Kentucky Chamber of Commerce](#), [Northern Kentucky Society for Human Resource Management](#), [Kentucky League of Cities](#), [Business Lexington](#), [Lexington-Fayette Urban County Government Office of Economic Development](#), [Lane Report](#), [Kentucky Association for Economic Development Inc.](#), [Frankfort Area Chamber of Commerce](#), [Commonwealth of Kentucky Personnel Cabinet](#), and [Commerce Lexington](#).

“Employers who create innovative workplaces with flexibility have an advantage in recruiting and retaining top talent, making them “employers of choice.” Swanberg added, “This is also an opportunity to present the Commonwealth on a national stage as a state with innovative employers who strive to promote a culture that is supportive of employees and their families while simultaneously achieving business success.

The states largest public employer and CLCC member, the Commonwealth of Kentucky Personnel Cabinet, is participating in order to lead the way for promoting Kentucky as an attractive option for employers and for employees.

“The Cabinet is excited about the opportunities that will arise from a committed group of inventive leaders working together,” said Secretary Nikki Jackson. “Unifying resources will help to build momentum to move workforce initiatives forward in Kentucky.”

The coalition kicks-off the initiative this month by making the employer application for the Sloan Awards available online for all Kentucky employers. Employers can apply online for this prestigious award until May 1st.

For more information about When Work Works in Kentucky, the Sloan Awards, or iwin visit [www.iwin.uky.edu](http://www.iwin.uky.edu).

###

*We "see blue" at the University of Kentucky. We're home not only to powerhouse basketball and the best of intercollegiate athletics; we're also nationally ranked in more than 70 academic programs. We're charting an aggressive, exciting path toward becoming a Top 20 public research institution. "see blue." is a lot of things, but most of all it's about helping students realize their potential and harness the power of their dreams. For more about UK's efforts to become a Top 20 university and how we "see blue," visit [www.uky.edu/OPBPA/business\\_plan.htm](http://www.uky.edu/OPBPA/business_plan.htm)*