

40 KY Businesses Recognized for Workplace Innovations

By: Laura Flowers
Guest Columnist

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Forty Kentucky companies will be recognized Thursday evening for their innovative workplace practices. The Alfred P. Sloan Award honors organizations of all sizes and all types in Kentucky and across the country that are using workplace flexibility as a strategy to increase workplace effectiveness and yield positive business results. Winners rank in the top 20 percent of national employers in the area of flexibility. The awards event, hosted by University of Kentucky's Institute for Workplace Innovation (iwin), will be held at the Governor's Mansion where state and national officials will honor the employers.

The Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility are part of the *When Work Works* project, a national initiative of Families and Work Institute, the Institute for a Competitive Workforce (an affiliate of the U.S. Chamber of Commerce), and the Twiga Foundation. *When Work Works* highlight the importance of workplace flexibility as a strategy to enhance businesses' competitive advantage in the global economy and to help both employers and employees succeed. This year Kentucky was selected as one of only three states to launch *When Work Works* at a statewide level. UK's iwin led the state initiative alongside Greater Louisville Inc., which led the Louisville area.

"Employers who create innovative workplaces with flexibility have an advantage in recruiting and retaining top talent, making them 'employers of choice.' The Sloan Awards are 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," states Dr. Jennifer Swanberg, iwin Executive Director.

The current economic climate has brought workplace flexibility into the limelight as not only a solution to work/family issues, but also for a means to ease the effects of recession. A recent study conducted by the Families and Work Institute found that in this economy most companies (81 percent) are maintaining the workplace flexibility they offer and another 13 percent are increasing it. The winners of the Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility offer a unique picture of organizations that are finding this middle ground. "From new forms of flexible work arrangements that minimize lay-offs, to creative cost-cutting that retains core medical benefits, to providing financial information and support to employees, these employers are braving the economic storm through innovative policies that prevent undue shock to their workplaces and their employees," said Ellen Galinsky, President, Families and Work Institute.

Local award winner, JC Malone Associates, an executive recruiting firm, understands the importance of leveraging flexibility: "Flexibility in the workplace has been particularly valuable to employees during this tough economic time, where several employees have had to move to reduced schedules." Phillip M. Moloney, managing member of Sturgill, Turner, Barker & Moloney, expresses similar sentiments, "In today's climate, minding our business means minding our people by helping them to be fully productive while working but also involved family and community members."

From landscapers to law firms to healthcare companies, Kentucky awardees are using workplace flexibility to weather the economic storm, keep valuable employees, attract the top talent, and bring attention to Kentucky as a state with great places to work.

The 2009 Kentucky winners are:

A Speaker for You

AASHE

Analysts International

Anneken, Huey & Moser, PLLC

Anthem Blue Cross Blue Shield

Benefit Insurance Marketing

Bottom Line Systems, Inc.

CDP Engineers, Inc

Central Baptist Hospital

Deming, Malone, Livesay & Ostroff

Disabled American Veterans (DAV)

Ernst & Young, LLP

Frankfort Regional Medical Center

Girl Scouts of Kentuckiana

Greater Louisville Inc.

Harding, Shymanski & Company, PSC

Humana Military Healthcare Services (HMHS)

JC Malone Associates

Kentucky Employers Mutual Insurance (KEMI)

Kentucky League of Cities

KiZAN Technologies, LLC

Lexington-Fayette Urban County Government

Lexmark International, Inc

Louis T. Roth & Co. PLLC.

Louisville Magazine

Lyndon Fire Protection District

McCauley, Nicolas & Company, LLC

Mission Data

Mountjoy & Bressler, LLP

Potter & Company, LLP

Prestige Health Care

Raytheon Company

Stoll, Keenon, Ogden, PLLC

Strothman & Company, PSC

Studio Kremer Architects, Inc.

Sturgill, Turner, Barker & Moloney, PLLC

The Tellennium Group

Third Rock Consultants, LLC

Woodward, Hobson & Fulton, LLP

Yum! Brands, Inc.

Laura Flowers is the Manager of Operations at the University of Kentucky Institute for Workplace Innovation (iwin). iwin led the When Work Works campaign for the state of Kentucky in 2009.

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