



Growing Employees and the Bottom Line

MURPHY USA opened its first retail store in a Sam's Club parking lot in Chattanooga, Tennessee in 1996. In 2010, a little over 13 years since the first store opening, Murphy USA is almost 1,100 stores strong covering 21 states.

Jay Staggs, Director of Communication and Training, attributes the growth primarily to their culture. "We are a very competitive, sales driven company," said Staggs. "Our employees are eager to meet sales goals due in part to the recognition they receive at various levels, from store clerk to District Manager. Our President, Hank Heithaus has always been an advocate of recognition as a means of instilling pride and value in each of our employees."



"A few years ago, we were looking for a way to consolidate our recognition efforts," said Staggs. "We had many contests and sales promotions in place, but they were somewhat disjointed with no real tangible way to track successes. When we began discussions with MTM Recognition the goal was to create an elite recognition program that would be central to the company's core values. We knew from the beginning that the "ring" was the thing that all top performers strive for, from the sports arena to the corporate playing field."



MTM began by helping Murphy name the program. Circle of Stars was chosen because it represents Murphy's star employees. A ring design was chosen from many ideas presented by MTM's design team. "We wanted a design befitting of a world champion and MTM delivered," said Staggs.

The Circle of Stars program encompasses not only sales, but customer satisfaction metrics and community involvement. A point system has been put in place to measure four different criteria for consistent improvement throughout the year. As part of the program, employees and their spouses are invited to an "all expenses paid" trip to relax, celebrate, and be honored with the coveted Circle of Stars ring from Murphy USA's president.

"The impact of this program has been huge," said Staggs. "It has already taken on a brand of its own as a symbol of extraordinary achievement."

Murphy USA continues to set sales records every month and 1,337 were broken in July alone. "I have been amazed at the enthusiasm of the Murphy employees," said Charlie Smith, Recognition Consultant, MTM Recognition. "It is above and beyond anything I have ever experienced."

For each additional year that a ring recipient reaches the Circle of Stars goals, they receive an added diamond to their ring. Staggs and staff are gearing up for this year's awards trip and ceremonies in Jamaica and are excited to see many repeat winners as well as new members in Murphy's elite Circle of Stars. ■ www.murphyusa.com



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"I am the wife of a District Manager and I now understand why he has the dedication to his job — the best part of the trip was the ring ceremony."

"I love working for a company that rewards and recognizes you for all your hard work and dedication. Makes you want to even work harder."

■ *Left: The inaugural Circle of Stars recipients proudly display their rings.*



Easy, Affordable, Do-It-Yourself Recognition



“High Five”! No other statement or gesture comes close to resonating with the emotion of celebration than those two words. If you think about it, giving someone a

high five is easy, yet makes a lasting impression and desire to do good again and again. That’s the philosophy behind MTM Recognition’s newest, most innovative employee engagement program: HighFive™.

The point card recognition system has limitless application whether a company is starting a new recognition strategy or enhancing an existing one. The HighFive™ brand and communication materials convey a positive celebratory message: “You did a great job!” A program administrator has the ability to personalize HighFive™ by selecting the programs, behaviors, card designs, specific point values, and even provide a personal message.

The recognition point cards are available electronically or in printed form. With a pay-as-you-go feature, programs can be added at any time for any amount desired. There are no long-term commitments, time consuming setups, or administrative burdens. There are no data loads or fees for setup, administration or card printing—**customers pay only for the points that are activated by the recognition recipient.**



“We know people are busy. Program owners need easy, timely, yet measurable recognition solutions that don’t require a lot of setup time or administration,” said Mike Ketcherside, Vice-President of Sales. “We all know gift cards are popular because they are easy, but they don’t always effectively commemorate the reason for the recognition. HighFive™ takes a more personal and memorable approach and offers an additional level of security and budgeting not available with gift cards,” said Ketcherside.

HighFive™ has numerous benefits for the recognition recipient as well. This includes a choice catalog of gift items, a goal tracking wish list, order history, and most importantly HighFive™ captures and records individual moments worth celebrating. ■ For more information visit www.highfivepoints.com

Lights, Camera, Trophy!

CBS College Sports recently visited MTM Recognition's Oklahoma City headquarters to film the "behind the scenes" making of the NCAA Championship Trophies. CBS wanted to pair that story with a feature on "the building of a champion," focusing on the athletes who would ultimately earn those trophies. Two days of multiple hours of shooting were edited down to a fascinating three minute feature which told the story of these prestigious awards.

CBS College Sports aired the footage as teaser segments throughout the 2010 LaCrosse championships, with the feature piece shown at half-time. The coverage connected the audience in a very personal way to what it takes to be a champion and the ultimate prize for all the hard work it takes to get there. "We were thrilled to have the opportunity to be a part of this project," said Donna Lamprecht, Director of Communications. "The staff from CBS College Sports did a great job capturing our company's culture and capacities through multiple interviews with some of our management team. They were very professional and easy to work with and the end result was fantastic."

MTM Recognition has been the official supplier of NCAA championship awards for the past several years. With over 600 championship trophies awarded each year, chances are you will see one of MTM's awards hoisted high in celebration at the next NCAA championship event. MTM is proud to share in that celebration as athletes continue to build toward the ultimate victory. ■ [View the video at www.mtmrecognition.com/Post/Show/Building-Championships](http://www.mtmrecognition.com/Post/Show/Building-Championships)



Workplace Safety is not **Coincidental**

Incorporating recognition into your organization's safety program is an integral step to ensure the success of the program. Through the reduction of accidents and lost time, the investment made into an effective safety recognition program can actually save the company money. Safety is critical in any industry, whether it's trucking, hospitals, or pipelines, to name a few. To reinforce the importance of safety, coins are becoming a more popular vehicle to create safety awareness. Coins are memorable, and serve as a physical reminder of an employee's commitment to safety.

Oklahoma Gas and Electric (OG&E) knows the value and importance of safety. As one of the largest companies in their field, they understand that in their business, safety is job #1. As part of their recognition program, they give each employee a safety coin and have incorporated the coin into their safety program, IFF (Incident and Injury Free). The coin design was actually created by the winner of a company-wide design contest.

"During meetings and management walk-arounds employees may be asked to show their safety coin", said Jason Kelly, Safety Manager at OG&E. "Team members hold one another accountable for carrying the coins as well."

Safety awards provide incentive to decrease lost time accidents, and encourage employees to work safely every day. A successful safety recognition program will increase safety awareness among employees, encourage teamwork, and drastically reduce or eliminate problems that affect the bottom line. ■ www.oge.com and www.mtmcoinsource.com



Bulova

Memorable Timepieces

Watches have always been a staple in many recognition programs. In keeping with MTM's symbolic "Make it Memorable" theme, a new watch line has been developed to meet the demand of a changing and growing recognition timepiece marketplace—Memorable Timepieces. It features fresh, innovative and stylish offerings of unique, customized watches and dials. This line consists of seven collections varying in style, size and budget with an added special feature: medallion dials. These dials allow for custom logos or messages to be elegantly embossed into the dial for a unique and customized symbol of recognition.

MTM is one of the few recognition companies in the country that has the ability and the approval from the manufacturer to customize watch dials with full warranty coverage intact.

Diamonds or other gemstones can be added along with personalized caseback engraving. Some of the brands available in the collections are: Bulova, Movado, Fossil, Seiko and Caravelle. For more information on MTM's newest, most memorable watch line visit MTM's watch feature page. ■ www.mtmrecognition.com/MTM-Watches



Bulova



Seiko



Fossil

MTM Experiences a Blizzard!

Combine 100 plus temperatures with a love for ice cream and it's the perfect excuse to stop in at the local Dairy Queen® store for a Blizzard® Treat! Our taste buds were "freezin' for a reason" on August 5th as Dairy Queen celebrated Miracle Treat Day and the Blizzard's 25th birthday. Throughout the country on this day, Dairy Queen donated \$1 or more from every Blizzard sale to local Children's Miracle Network Hospitals. Since 1984, DQ has raised over \$81 million to save lives at Children's Miracle Network Hospitals!

MTM Recognition is proud to call Dairy Queen a client and partner and we applaud their efforts to give back to the community. We were happy to assist in consuming more than 200 Blizzards through a coupon purchase for all employees in our Princeton, IL jewelry facility. Team members from MTM's Oklahoma City facility road tripped to the closest DQ (46 miles away) to support this cause. The staff at DQ's Chickasha, Oklahoma location greeted us with friendly customer service and enthusiasm for the mission of our visit.

A good time was had by all! It wasn't too difficult to get behind this cause. What's not to love about a DQ Blizzard? Hats off to Dairy Queen for their long term partnership with the Children's Miracle Network Hospitals. ■ www.dairyqueen.com



MTM Recognition Named in Recognition Providers Top Five Listing

We at MTM Recognition are proud to announce our recent ranking in *HRO Today* as one of the top five recognition solutions providers. *HRO's* September 2010 publication featured the annual **Baker's Dozen of Recognition Providers** with results driven primarily by customer satisfaction.

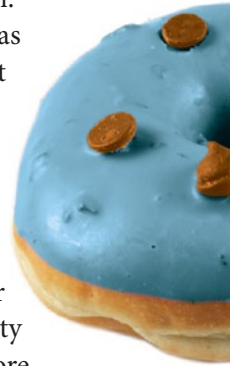
The report is based on anonymous customer survey feedback and on metrics around the scope and scale of recognition service providers being examined. Survey measurements indicated that MTM met all criteria set by *HRO Today*, through client feedback regarding quality, performance and breadth and depth of services.

"We are very pleased to be chosen by our customers as one of the top five recognition providers among many companies participating in this listing," said Roger Mashore, President and COO at MTM Recognition. "Customer satisfaction is our number one priority as we create and implement recognition solutions that celebrate, motivate and engage employees."

MTM recognizes over 1 million champions annually through an on-line platform designed to encompass all recognition needs including service, performance, safety, wellness, and onboarding.

"Recognition is more important today than ever before as it fuels excitement, fosters employee loyalty and ultimately adds to the bottom line," said Mashore. "We are honored to be chosen as a top provider in our industry."

■ The complete Baker's Dozen listing can be found in September 2010 issue of *HRO Today* as well as on the publication's website at www.hrotoday.com.



Quick Guidelines for an Effective Recognition Program

1. Communicate What is Expected We all have a craving to be appreciated and recognized. Do you recognize the types of behaviors you want repeated? Do you communicate with your employees what it takes to get to those levels of achievement? Make sure that your mission, vision and values as a company are effectively communicated to all employees. Miscommunication of goals and objectives is often the cause or catalyst of a recognition program's downfall.

2. Timing Isn't it disappointing when Aunt Sara sends your birthday card a month late? It's nice that she eventually remembered, but you wonder why she couldn't have gotten it to you *on* your birthday. The same principle applies to recognition. Timing is everything. It's important to present the award when it is due—no earlier, no later. Timely recognition sends the message: "You are important and your special achievement is important to me and to the company."

3. Make it Memorable Consider this: You have just earned a gold medal at the Olympics. You are standing on the podium, the National Anthem is playing, the crowd is cheering and tears are welling up in your eyes. The presenter walks up to you to give you your well-deserved recognition and he hands you a flat screen television. Can you just imagine that scene? All that training

and sacrifice for something you could have bought at a big box store? Recognition should not be a retail experience. What do you want your employees to remember about their time in the spotlight? Don't miss the opportunity to "Make it Memorable."

4. Motivation from the Top It is said that the relationship between the employee and their immediate supervisor is the key to an engaged and motivated workforce. Does management have a vested interest in recognition initiatives within your company? Do they play an active role in implementing recognition programs and presentations? Make sure that you establish a top-down recognition strategy. Your employees need to know that recognition is a priority from senior management down to their immediate supervisor.

5. It's All In the Presentation! The Golden Rule applies here: Do unto others as you would have them do unto you. Regardless of the reason for recognition, it is most effective when done in an audience of peers. This sends a powerful message to the recipient and it shows everyone in attendance, the value of that person to your organization. It also solidifies the link between individual achievement and the organization's larger vision, mission and goals. ■



Did You Know?

The **Hyacinth** stone (pictured above as part of a grouping of blue zircon, yellow sapphire and peridot), is a semi-precious stone that is also known as jacinth. It is a lustrous orange-yellow, orange-red, or yellow-brown type of zircon. Hyacinth is mined in Sri Lanka but its origins come from the Greek *hyankinthos*, which refers to blue gemstone. There is an increased demand for brown-orange zircon today, because it is a good alternative to a natural colored brown diamond.

The bracelet pictured above is a custom MTM design made of square cushion stones set in sterling silver for a contemporary look. It is one of many custom jewelry creations designed and manufactured at our Princeton, IL jewelry facility and is a high redeemer in our choice recognition programs. ■

Special Olympics: Lifting the Human Spirit

In July, 2010, over 3,000 athletes, 1,000 coaches, 8,500 volunteers and 40,000 family members and spectators gathered in Lincoln, Nebraska for the USA National Games for Special Olympics. This was the second National Games held in the US, with the first being hosted in Ames, Iowa in 2006.

Many athletes arrived in a procession of Cessna aircraft, known as the Cessna Airlift. Approximately 160 private jets transported over 600 athletes and coaches to Lincoln, with planes landing every two minutes at its peak. Actor/pilot Harrison Ford was the honorary chairman of the 2010 Airlift, flying some athletes to the Games himself. "The Citation Special Olympics Airlift is a unique event that brings together the general aviation community to carry out the largest peacetime airlift in the world," said Ford.

As athletes and families filled the Bob Devaney Sports Center for opening ceremonies, 110 law enforcement officers and designated Special Olympics athletes from across the US were making their way into Lincoln. They were completing an Iowa to Nebraska run, carrying the "flame of hope" torch through approximately

70 communities. They arrived just in time to carry the torch into Opening Ceremonies, light the cauldron and hear those familiar words, "Let the Games Begin!" The Law Enforcement Torch Run® for Special Olympics is the movement's largest grass-roots fundraiser and public awareness vehicle made up of 85,000 law enforcement officers who carry the Flame of Hope across 35 nations.

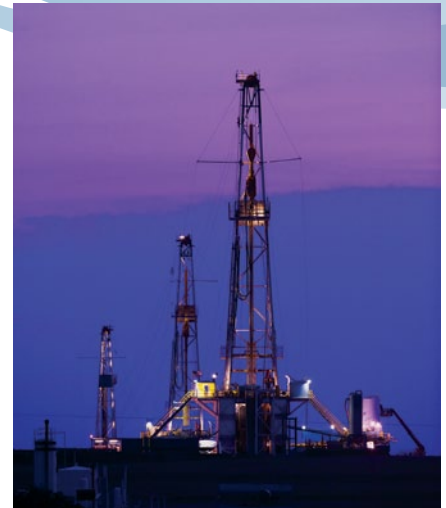


What began in Eunice Kennedy Shriver's backyard has now become a global movement. Founded in 1968, Mrs. Shriver began a movement that fosters positive and enduring change in the lives of those with intellectual disabilities through sports competition. Today

Special Olympics serves over 3.5 million athletes in over 170 countries.

MTM is proud to be a friend and sponsor of Special Olympics, providing medals, ribbons, torches and awards throughout the world for over 20 years. "We believe that "recognition lifts the human spirit," said Roger Mashore, President and COO of MTM Recognition. "There is no better confirmation of that statement than through the smiles of Special Olympics athletes." ■

www.specialolympics.org



A Culture of Recognition

When Gena Perry and Lindsay Sparks took the stage at MTM's Annual Sales Meeting in June, the topic was recognition and how it plays a part in the culture at Chesapeake Energy. Many in the audience were amazed at the extent to which this Fortune 100 natural gas powerhouse weaves employee appreciation into the everyday activities of this growing business headquartered in Oklahoma City.

Chesapeake Energy, founded in 1989, is one of the largest producers of Natural Gas in the United States. They have 143 locations across 17 states with over 30 billion in revenue. For three years in a row, they have earned the status of one of "Fortune 100 Best Companies to Work." One of the keys to their success is recruiting the best talent and surrounding them with the Chesapeake culture of recognition and appreciation. This appreciation is demonstrated from the top down. CEO Aubrey McClendon feels that the company's greatest asset is its employees. "Without great people, value cannot be created," says McClendon. He makes a point to connect with each new campus employee, meeting with them in a New Employee Orientation. McClendon also takes the time to send personally signed letters of appreciation to employees reaching their 5, 10, 15 and 20 years of service. To top it off he even calls campus employees to wish them a happy birthday! With over 9,200 employees companywide and growing, that is no easy task but one that is important to the company's CEO.

MTM has recently partnered with Chesapeake to assist in furthering their recognition initiatives through comprehensive recognition programs including safety, service and special field recognition. "Working with the employees of Chesapeake is a real pleasure," said Linda Snodgrass, Account Executive for MTM. "As I visit the Chesapeake campus, it is evident that their employees take pride in both the company and what they do there."

The majority of Chesapeake's workforce has been with the company 5 years or less. This presents a challenge as this millennial-driven workforce is eager to make a difference and looks to Chesapeake to reward their efforts and help them to feel connected. MTM's service recognition program is web based and each employee receives a symbolic award as well as a choice at each year level.

Safety is also priority one for Chesapeake. Their safety based program is called Chesapeake SAFE (Stay Accident Free Everyday). The program is aimed at changing the safety culture company wide and as part of the program each employee attends a two day SAFE workshop. Upon workshop completion, employees receive a SAFE coin created by MTM. Employees are asked to carry the coin in their pocket as a reminder to stay accident free every day.

Chesapeake works diligently to find the best of the best and partnering with MTM Recognition has allowed them to create a recognition program that reinforces company culture, helps to retain their most valuable asset and ultimately adds to the bottom line. ■ www.chk.com



Rise Together

MTM's success is built on the foundation of teamwork. In this spirit, employees in all of MTM Recognition's facilities nationwide participated in a Rise Together Day at the end of June. Across the country MTM employees gathered together to take pictures and video wearing Rise Together shirts while cheering "Rise Together!" The mission of Rise Together Day was to grow as one, working together as a team to offer the best service to our clients while providing new and effective recognition solutions.

At MTM Recognition we believe in our mission, vision and values illustrated through Rise Together Day. The theme was carried into this year's Annual Sales Meeting held for our Recognition Consultants and video clips were shown at the meeting from our satellite facilities. The meeting consisted of three days of informative, educational sessions as well as fabulous guest speakers who reinforced the importance of recognition and how partnering with MTM Recognition has benefited them and their companies. Speakers included: Dennis Brennan of McDonald's Corporation, Jay Staggs of Murphy USA, Gena Perry and Lindsay Sparks of Chesapeake Energy and Scott Whitehead of Bushnell. Thanks to all who contributed in making this event a huge success.

As a leader in the recognition industry, we continually seek ways to come together as a unified team to ignite forward momentum. This was a great day for our employees as we all celebrated a common goal through a common theme. ■

Stop By Our Booth

MTM will attend over 35 trade shows this year, presenting our meaningful, memorable approach to recognition. We would love to visit with you at one of these upcoming shows.

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|---------------------|----------------------|---------------|
| New York SHRM | Saratoga Springs, NY | Sept 12-14 |
| Kansas SHRM | Overland Park, KS | Sept 15-17 |
| Tennessee SHRM | Sevierville, TN | Sept 15-17 |
| Nebraska SHRM | Omaha, NE | Sept 28-29 |
| NHRMA Conference | Sunriver, OR | Sept 29-Oct 1 |
| Kentucky SHRM | Louisville, KY | Sept 29-Oct 1 |
| Virginia SHRM | Roanoke, VA | Sept 29-Oct 1 |
| South Carolina SHRM | Myrtle Beach, SC | Oct 1-2 |
| Michigan SHRM | Grand Rapids, MI | Oct 4-6 |
| Minnesota SHRM | Duluth, MN | Oct 10-12 |
| Maryland SHRM | Baltimore, MD | Oct 10-12 |
| North Carolina SHRM | Sunset Beach, NC | Oct 13-15 |

From the Editor

The "dog days of summer" are slowly waning. I've often wondered about the origin of that phrase. Was it coined because we are all "dog tired" this time of the year due to the heat? It is said that for the Ancient Egyptians, Sirius, the "Dog Star" appeared just before the season of the Nile's flooding, so they used the star as a "watchdog" for that event. Since the rising coincided with a time of extreme heat, the connection with hot weather was made for all time. So there you have it! Enjoy the remaining "dog days" of summer as a cool breeze ushers in beautiful autumn leaves.

– Donna Lamprecht, Editor

Accolade!

- Published by MTM Recognition, 3201 SE 29th St, Oklahoma City, OK 73115
- Editor: Donna Lamprecht ■ Design: MTM Creative, Rockford Mjoss
- Contributors: Ashley Hurney, Theresa Carlson
- Printed on the MTM FlexCom™ system ■ Copyright © 2010 MTM Recognition
- 1-877-MTM-RING ■ www.mtmrecognition.com