

McCelebration!

In April, over 13,000 owners, operators and guests of the largest and most global retail food chain gathered in Orlando for a worldwide convention to share ideas, celebrate success and look at ways to improve for the future. It was a McCelebration indeed as McDonald's marks its 55th year in this growing industry.

This is no ordinary corporate convention. While strolling down International lane in the enormous exhibit hall, you might run into the Hamburglar or stop by the international tasting station to sample the latest culinary delight. Many in attendance catch up with old friends, purchase valuable vendor offerings, trade collectible treasures or attend sessions to learn to better meet the needs of their customers.

McDonald's leads the global food service industry with more than 30,000 local restaurants, in more than 119 countries, serving over 60,000 people each day. MTM has been a strategic recognition partner with McDonald's since 1977 creating custom jewelry and awards programs inspired by familiar icons both past and present.

For Denny Elliott, those icons are all too familiar. "I've been designing custom jewelry for McDonald's since our relationship began and it's always a joy and a challenge to create pieces that are rich in heritage, yet contemporary," said Elliott, lead designer for MTM's jewelry facility in Princeton, IL. "My goal is to create one-of-a-kind symbolic pieces that represent the history and value of each icon."

MTM has had the distinct privilege of working in many areas of recognition within



McDonald's for over 33 years, including service awards as well as custom performance awards for owners and operators throughout the globe.

Some of the more prestigious awards include corporate service awards, custom jewelry collections, Golden Arch Partner awards, McDonald's Leader of the Pack awards, team awards, President's award, Bright Idea awards, Drive Thru awards, Ronald McDonald 10 year ring program, Ray Kroc award ring program, Safety and Security recognition and Women's Operator Network (WON) awards just to name a few.

Most recently, MTM was chosen to be a certified vendor in the awards category for the new McDonald's SpendSmart program, an online database of proven and trusted vendors within the McDonald's family. This program was created in an effort to streamline purchasing decisions and keep only the best of the best, going from approximately 10,000 vendors to only a few hundred.

"McDonald's understands that by putting value in their people, they get value in return," said Jim Sonnenberg, MTM's recognition consultant to McDonald's. "In my 33 year tenure with McDonald's, I've made valuable friendships and relationships and have been honored to be a consultant to the McDonald's family." ■



In this issue

- Celebrate the Moment: Presentation Kits
- End the R Word
- MTM's Biggest Winners
- Onboarding and more...





Build Engagement Through Successful Onboarding

A first impression only happens once. There are no do-overs. Those first seconds, hours, days...even weeks, set the tone for the connection of your new hires to your company. How you assimilate or onboard a new staffer, has a significant impact on performance and the bottom line.

According to a 2010 Aberdeen Group study, "Onboarding: The First Line of Engagement," organizations with a formal onboarding process (one that has a dedicated strategy and set of objectives) saw a 60% greater year-over-year improvement in revenue per FTE and a 63% greater year-over-year improvement in customer satisfaction than those with an informal or ad-hoc onboarding process.

"Business executives are looking to 2010 as a year for growth. And the ability of new employees to contribute quickly and be best-equipped to serve the needs of customers will be critical to this endeavor," said Kevin Martin, vice president and principal analyst for human capital research at Aberdeen Group.

So what exactly is onboarding and what steps can you take to ensure that your new hires get the right first impressions of your company and "engage" at the onset? Onboarding practices in today's workplace run the gamut from welcome aboard speeches to a full litany of do's and don'ts for your new shining stars.

Successful onboarding programs share similar traits:

They Introduce: Introducing new employees to your corporate culture is key. Do they get a feel for the larger organization and understand the important role they play in it? Have you painted a picture for them of your organization's past and future direction?

They Connect: Create several "touch-points" or engagements with employees beyond the orientation period. Research shows that the relationship with the immediate supervisor is one of the most significant in an employee's work life. Most employee turnover is ultimately caused by that relationship (or lack of it), which makes the ability to assimilate new employees a core competence of managers.

They Nurture: Your employees need to know that they are appreciated and valued beyond day one.

Successful onboarding programs don't just address new hires on the first few weeks of employment, but encompass the entire employment cycle from pre-hire to career pathing and advancement.

People need support, reassurance, and honest answers. The more you can provide this right at the start of the employment experience, the stronger your organization's culture will be and the better its retention of key people. ■

Celebrate the Moment

It's all in the Presentation!

That statement couldn't be more accurate when it comes to employee recognition. MTM helps celebrate your employees successes with our new Celebration Kit series, designed to meet the needs and budget of any award presentation.

Great for Day One recognition or in conjunction with a choice award program brochure for online redemption. These kits are customizable with many options to choose from. Communicate your mission and values to your new hires with our Mini Celebration kit. Make your presentations memorable and meaningful with personalized certificates in framed mounts or in a desktop acrylic certificate holder.

Celebration Kits provide an affordable solution to personalized recognition. For more information on Celebration Kits go to www.mtmrecognition.com. ■





You Need Social Media!

by *Greg Starling* ■ For many of us social media is like brushing our teeth. We don't think about it—it's just part of our daily routine. We forget some of you are still

trying to convince some of "them" that your organization is risking irrelevance. With no less than your company's future at stake, here are three board room winners to help you fight the good fight.

If you want people to pay you, you have to pay attention to them.

People may not understand the warm fuzzy side of social media, but everyone understands money. A recent study by Chadwick Martin Bailey shows users are 67% more likely to buy and 79% more likely to recommend if they follow you on Twitter. The game has changed whether "they" realize it or not. The 4P's we learned in marketing 101 have been replaced by the 4C's. Communication trumps Promotion, and this shift is growing more pronounced every day.

Facebook is not a country.

If it were however, it would be the 3rd largest in the world with over 400 million people, 200 million of which logged on yesterday. When grandma's friend requests you, you know social media has become ubiquitous. There are several studies out there that show just having a link to your social network sites makes users feel you are more customer friendly. 93% want you to have a social media presence. People expect you to be on Twitter. If you're not, you're already not meeting your customers' or your potential future employees expectations.

Interact with tomorrow's leaders.

The Millennial Generation grew up in this always on, constantly connected world. These are the employees you've hired over the last few years and will be hiring for the next several. In order to hire, retain, and grow the best and brightest, organizations are quickly realizing social media is this groups primary method of communication.

Understanding and implementing a social media strategy is more than just jumping on a growing trend. It's insuring your future. ■



Did You Know?

The rare gemstone **Alexandrite** is named after the Russian tsar Alexander II (1818–1881). The discovery was made on the day the future tsar came of age (16). Although alexandrite is a relatively young gemstone, it certainly has a noble history. Featuring both red and green coloring, the principal colors of old Imperial Russia, it inevitably became the national stone of tsarist Russia.

Beautiful alexandrite in top quality, however, is very rare indeed and hardly ever used in modern jewelry. In antique Russian jewelry you may come across it with a little luck, since Russian master jewelers loved this stone. The most sensational feature about this stone, however, is its surprising ability to change its color. Green or bluish-green in daylight, alexandrite turns a soft shade of red, purplish-red or raspberry red in incandescent light. Intricately faceted alexandrines above one carat are among the most expensive gemstones in the world, rarer than fine ruby, sapphire or emerald. ■ *Above: Fashion necklace designed and manufactured in MTM's Princeton, IL jewelry facility.*

Spread the Word to End the Word



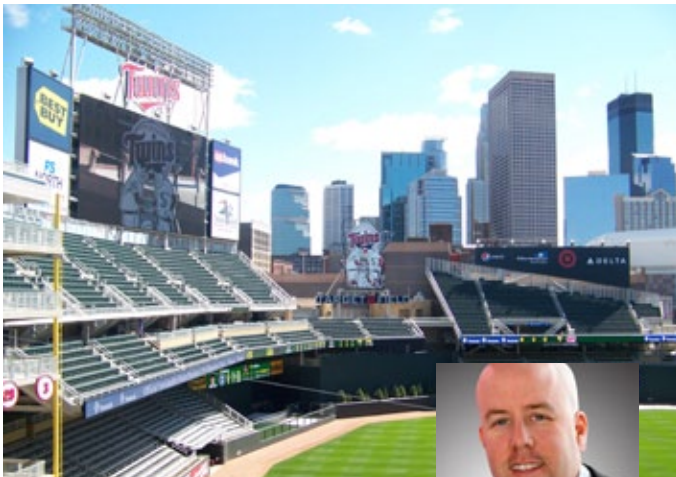
■ Above: Nadia Comaneci signs the Pledge Board to End the Word at MTM's corporate office. Right: Bart Connor speaks on the importance of signing the Pledge.

On March 3, 2010, thousands of Special Olympics athletes and supporters gathered throughout the world, to educate our society about the harmful use of the r-word (retard). As part of the "Spread the Word to End the Word" campaign, people were asked to take the pledge online at www.r-word.org, or sign a banner or pledge sheet at a local event. Pledges from each event were tallied and supporters reached and exceeded the 100,000 pledge goal.

MTM and Special Olympics Oklahoma partnered to host a reception to "Spread the Word to End the Word" to educate MTM's employees, local media and friends about this important subject. **"The r-word is an enormously hurtful term** that stigmatizes a population that deserves better," said 1984 Olympic champion Bart Connor, speaking at the event. He and his wife Nadia Coman-



eci, also an Olympic champion gymnast, are members of the board of directors of Special Olympics International and wonderful champions of the Special Olympics movement. Connor urged students to consider ways they could change the tone of a conversation when they hear someone use derogatory words. Many athletes were on hand to express their views on the r-word as well. ■ Make your pledge at www.r-word.org. *MTM Recognition has been a proud sponsor and supporter of Special Olympics for over 20 years and we were honored to be a part of this special day.*



Circling the Bases on Employee Engagement

MTM's Lunch and Learn series hits the road in May for an exciting event at the new home of the Minnesota Twins, Target Field in Minneapolis, Minnesota. The event will be held on Thursday, May 20th in the Target Field skyline suites and includes lunch followed by a presentation by nationally acclaimed Behavior Analyst, author and speaker Brian Parsley. Brian will be speaking on "Creating a Performance Culture through Employee Engagement."

To RSVP, contact Nick Cookas at 952-431-1833, ncookas@frontiernet.net or Al Dahms at 507-644-6842, al.dahms@mtmrecog.com ■

The **THUNDER** Rolls

Fans in OKC are still on a Thunder high with car flags waving, banners hung proudly and a sea of blue Thunder t-shirts everywhere you turn. Not even a playoff loss would steal their Thunder as the 2010 season came to a close. Who would have predicted that the regular season would end with a record equal to the likes of the Boston Celtics, that Kevin Durant would become the youngest leading scorer in NBA history and that Scott Brooks would be named NBA Coach of the Year!

David Stern, Commissioner for the NBA, attended the opening night game in October 2008. The next day he had a breakfast meeting with Thunder staff and applauded them saying that they had pulled off the most compressed beginning ever in professional sports.

“As we made the transition to OKC, we experienced a new beginning of sorts,” said



Pete Winemiller, Senior Vice President, Guest Relations. “Our vision was to be the most fan-centric organization in professional sports, doing a lot of little things really well.”

Pete Winemiller, Senior Vice President, Guest Relations

That vision became a reality earlier this year when the Thunder’s customer service team earned the Stevie Award, one of the nation’s most prestigious business awards. The Stevie Award reflects the commitment to excellence of the more than 600 front-line employees who make Thunder home games so special for fans. Winemiller added that this recognition serves as one more way for the Thunder to continue to say ‘thank you’ to its talented team of front-line staff.

Winemiller is quick to point out that the front line staff, consisting of employees of the Thunder as well as the Ford Center, are the face of Thunder basketball. There are many

recognition programs in place to keep the workforce engaged and motivated through frequent and timely, on-the-spot praise for a job well done. “Our front line is the bottom line all the time,” said Winemiller.

MTM has had the pleasure of experiencing Thunder basketball from the inside out through various recognition initiatives. “We reached out to MTM Recognition to create a memorable first impression for our premium ticket holders,” said Kelly McKeown, Thunder Marketing Director. “Their designers came back with an elegant fan box (*pictured at the right*) featuring a glass top etched with the Thunder logo.” This commemorative box holds season tickets, parking passes, and lanyards and is the first of what will become an annual custom collection.



As part of an initiative to create the ultimate guest experience for private suite holders, MTM went to work to design a symbolic memento to be prominently displayed in the Founders suites. The final result (*pictured below*) was an exquisite crystal basketball on a custom walnut base. The base was topped with a basketball material that is autographed by each player.

“We look forward to a strong and growing relationship with the Thunder in the coming years,” said Jeff Thompson, Account Executive for MTM Recognition. “We are proud to partner with the Thunder in their commitment to recognition and wish them much success for the future.” ■



Congrats!

For many, March Madness turned into April sadness as the 2010 Men's and Women's basketball season came to a close. What an amazing season with so many "down to the buzzer" games. Our OU Lady Sooners made it to the Final Four (congrats to them), and what a nail biter that men's championship game was with Butler refusing to give up the fight. Congratulations to the winners of the big prize, the Duke Blue Devils and the Lady UConn Huskies! ■



Life in the Art of Lake Texoma

Built in 1951, the Lake Texoma Lodge was the anchor of Oklahoma's tourism business for many years, providing a family-friendly destination for Oklahomans of all ages, but in December of 2006, after 55 years of business, the lodge was forced to close its doors due to a steady decline in revenue. What was once

a haven for those who would escape the bustle of Oklahoma City or the DFW area became a distant memory. But Pointe Vista Development had a vision to revitalize the lodge as they took ownership of the property in June 2008.

Upon purchasing the lodge property, Pointe Vista has since

focused its efforts on building a new

lodge and resort community which would attract capital from both in and out of the state.

Pointe Vista has also taken steps to recognize the fact that the lodge represents more than dollar signs to the Texoma community. "We felt that it was not enough to simply look to the future without acknowledging the lodge's place in the state's history and its impact on southern Oklahoma," said Scott Fischer, Pointe Vista Chief Operating Officer. "That

being said, we decided to approach MTM Recognition, an Oklahoma company with an exceptional reputation, to design a painting commemorating the lodge."

"While the final product evolved through many continued adjustments and additions, that first meeting was an eye-opener. When we contacted MTM about this project, we knew we would be working with a company which has an extremely positive reputation. However, it's one thing to talk about reputation, but something entirely different to see such artistic skill in action first hand.

Everyone in the room, including me, suddenly realized we had the capacity to create a piece of art that was truly special.

The final product is the painting featured on this page, complete with a collage of images showcasing the resort's and region's family-oriented appeal. "In designing and painting this historical piece, we made a concerted effort to illuminate this region's heritage while linking it to a plan for the future," said Jeff Weis, Creative Director, MTM Recognition. "We were honored to be chosen for this meaningful and memorable project," said Weis.

"In the end, the painting was a critical element in passing needed legislation to revitalize this area of Lake Texoma," said Fischer. "So many fond memories have been made here, and we are extremely proud to be involved in this process." ■





MTM Celebrates President's Club Inductees

The top qualifiers for MTM's Elite President's Club were recently announced for 2009 Sales Excellence. Awardees enjoyed a trip to the beautiful Dreams Villamagna Neuvo Vallarta in February and were honored at an awards ceremony beachside. Requirements for this prestigious honor include qualification through most new and retained business.

MTM formally recognizes these and other recipients at an annual awards gala attended by MTM staff and peers. Each awardee receives the coveted President's Club ring and plaque designating membership into this elite club. Congratulations to the 2009 Sales Excellence team!

■ Pictured left to right below: *George Stone, Ron Blackmore, Joe Vanelli, Don Spare, Charlie Smith.* Not pictured: *Brian Sands, Bob Saunders, and Paul Reilly*



Gen-Y is Out of the Bottle

As part of the ongoing Lunch and Learn series hosted at MTM headquarters, MTM held three events in the month of March with more planned for the summer months.

Employers throughout Oklahoma were invited to lunch, tour and learn a bit about "How to Build a Productive Millennial Workforce: Gen-Y is Out of the Bottle." Greg Starling, MTM's IT Director and expert on millennials, shared with the audience some interesting insights into this new emerging workforce. What is a millennial you may ask? Depending on who you talk to, millennials are the new workforce (quickly replacing the boomers) and born somewhere between 1980 and 1995.



One of the greatest millennial lines heard these days is "**All the stuff you've forgotten, I'll never have to know. Half the stuff you remember I'll never have to know. That means I'm way past half-way to catching up to you!**"

Starling educated guests on how to understand, connect, retain and grow this new workforce. It's a subject that is "top-of-mind" for many HR professionals today. To learn more about how you can attend MTM's upcoming lunch and learns, contact Nancy Harkey at 405-609-6856. ■

MTM's Biggest Winners

As the nation's leading recognition provider, MTM designs and administers Wellness programs for many of its clients. Wellness is top-of-mind for many employers as the nation grapples with unprecedented healthcare costs.

MTM's Wellness Committee in Princeton, IL, started off the new year, putting their best foot forward and forward again, to create a Biggest Loser challenge of their own. The contest began January 19th and each employee who participated was challenged to weigh in each week for 12 weeks. The first 6 weeks began as a team competition and weight loss cards were distributed among the participants. There were many twists and turns during the second 6 weeks when the teams dissolved into individual competition with eliminations each week.

For encouragement along the way, the committee sold healthy snacks and for every ½ hour of exercise each participant was entered in a drawing to win additional weight loss cards to save themselves from elimination.

The contest winners were determined based on greatest percentage of weight lost and announced in early April. The results were amazing as 36 contestants lost a total of 464 lbs! Congratulations to MTM's biggest winners: Pam Hand (lost 17.37% of starting weight), Todd Chastain (lost 17.38% of starting weight), Rhonda Wolf, Biggest Eliminated Winner (lost 12.53% of starting weight) and the many others who participated.

"It's been a great team effort and morale booster for all of our employees—even ones not competing "officially", said Ginny Bollinger, Wellness Committee facilitator. The health benefits were the icing on the cake, or maybe we should say, the blueberries on the yogurt!



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.

April-June 2010

Tri-State SHRM	Newport, RI	April 7 - 9
Mississippi SHRM	Jackson, MS	April 7 - 9
Arkansas SHRM	Ft. Smith, AR	April 14-16
Chesapeake HR	Baltimore MD	April 19
LA SHRM	Lafayette, LA	April 19-20
McDonald's Convention	Orlando, FL	April 19- 22
MHHRA (Maryland Healthcare HR)	Baltimore, MD	April 28
ISM (Institute for Supply Mgmt)	San Diego, CA	April 25-28
OK SHRM	Tulsa, OK	May 5 - 7
Gulf Coast Symposium	Houston, TX	May 12 - 13
World at Work	Dallas, TX	May 16-19
OK Safety Council	Tulsa, OK	June 9-11
SHRM	San Diego, CA	June 27-30

Hope Springs Eternal

I just love the Spring! It's such an optimistic time of year. *We spring forward*, there's a *spring in our step*, flowers are *springing up* everywhere spreading their colorful cheer for all to see. Hope you are enjoying your Spring. If you are considering a recognition program for your valued employees, now's the time to *spring into action* and let MTM design a program for you!

– Donna Lamprecht, Editor



Accolade!

- Published by MTM Recognition, 3201 SE 29th St, Oklahoma City, OK 73115
 - Editor: Donna Lamprecht ■ Design: MTM Creative, Rockford Mjos
 - Contributors: Greg Starling, Scott Fischer, Ginny Bollinger
 - Printed on the MTM FlexCom™ system ■ Copyright © 2010 MTM Recognition
- 1-877-MTM-RING ■ www.mtmrecognition.com