



Celebration Bound Driving Corporate Culture

This year, AMTRAK celebrates their 39th Anniversary as the nation's leading intercity rail system. With over 20,000 employees, AMTRAK understands the importance of recognition to drive culture and engagement among their workforce. In early 2009, key executives felt the need for a change in their overall program as it had become somewhat fragmented and needed to take a new route. The rail company was looking for a more cohesive and creative recognition approach for their many valued employees spread throughout the US and Canada. After an extensive search process, AMTRAK chose MTM as their recognition partner and together have arrived at a first-class program with a solid foundation for future expansion.

"We had come to a crossroads in our company's history," said Carolyn Stagger, Recognition Program Manager at AMTRAK. "It was clear that we needed a cohesive way to get everyone "on board" with our corporate culture and our values. After an extensive search, we found a company who understood as much about our culture as we did. They offered the creativity, the tools and the knowledge we needed to take our program to the next level."

MTM began by creating an overall theme "**Celebration Bound**" that was used throughout all recognition programs. A custom presentation box was created for service awards recipients that included a personalized awards selection catalog. This Celebration Bound theme played a part in the unique, meaningful and memorable award items as well. Next, the retirement program was developed and named "**Destination: Retirement**" including many heirloom pieces. Plans are in place to add Diversity and Performance recognition programs as AMTRAK continues on their journey of excellence.

"We couldn't be more pleased having MTM as our recognition partner," said Stagger. "They understand who we are and what we need and offer so many options under one umbrella. I look forward to a long and prosperous relationship as MTM continues to engineer our recognition program." ■ www.amtrak.com

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■ Above: Carolyn Stagger, Recognition Program Manager at AMTRAK.



Celebrating Jim Thorpe



■ Above: Standing in front of the new Jim Thorpe statue are (left to right) Bill Thorpe (son of Jim Thorpe), Oklahoma Lieutenant Governor Jari Askins, Jack Thorpe (son of Jim Thorpe), Oklahoma City Mayor Mick Cornett, Jim Thorpe Assn Executive Director Lynne Draper, and MTM Recognition CEO Dave Smith ■ Left: The Oklahoma Sports Hall of Fame & Jim Thorpe Museum ■ Below: The Jim Thorpe Award



If you are a sports enthusiast, you are likely to know the name Jim Thorpe. Jim Thorpe was one of history's greatest all-around athletes, a man who excelled as a running back, passer and kicker on offense, but also was an awesome defensive back. Recognized in the Pro Football Hall of Fame simply as "**The Legend**", Thorpe also played professional baseball and won Olympic gold medals in the decathlon and pentathlon. He was born and raised in the great state of Oklahoma.

MTM Recognition is proud to play a part in commemorating his legacy by manufacturing the Thorpe Award, one of college football's most sought after and prestigious awards.

In addition, MTM just completed the heroic-size bronze as the centerpiece of the grand entrance to the new Oklahoma Sports Hall of Fame & Jim Thorpe Museum.

"As a Thorpe Association supporter for over 20 years, it was an honor to create this outstanding tribute to such an amazing Oklahoma sports legend," said David Smith, CEO of MTM Recognition. Smith was on hand, along with many distinguished guests, at the unveiling of the bronze in May of this year. The finished piece measures over 9 feet tall, weighs over 1,400 pounds, and proudly stands at the entrance to the museum.

MTM has created several busts in the museum's Hall of Fame gallery, including the FCA founder, Don McClanen in the beautiful FCA chapel within the building. The museum is located at 4040 North Lincoln Boulevard in Oklahoma City. ■ www.jimthorpeassoc.org

INTEGRIS Health Partners with MTM Recognition

There is no doubt that INTEGRIS Health values its employees. Employees are at the heart of the company's success says the INTEGRIS Heart Committee which is responsible for keeping employees engaged and appreciated. With over 10,000 in their ranks throughout the country, this Oklahoma City based company has long known that the key to a happy and motivated workforce is recognition.

MTM recently earned the opportunity to partner with INTEGRIS Health to re-evaluate their recognition program and offer a larger yet more streamlined way in which to recognize their valued employees. Through employee and committee input, MTM's points-based program, PointFolio® was chosen as the vehicle through which employees and managers could recognize their staff.

PointFolio® offers online redemption of points earned through predetermined point values based on years of service. Employees can choose from over 3,000 items through this online recognition solution. This offers much flexibility for both the administrator and recipient. In addition, INTEGRIS holds a year-end banquet to formally recognize their employees in front of their peers.

"MTM is honored to be INTEGRIS Health's recognition partner", said Jeff Thompson, MTM Recognition Consultant. "We are pleased to play a part in creating a productive, profitable and engaged work environment at INTEGRIS." ■ www.integrisk.com



Spirit Lifters

William James, a famous philosopher from the late 1800's, once said that **the greatest human need is the need for appreciation.** In today's business climate, appreciation is more important than ever before. We all have a craving to be appreciated. Take the time today to pat someone on the back for a job well done and send them a note or a quick e-card from MTM. Go to www.mtmrecognition.com and at the bottom of the page you'll see a link to e-cards. There are many to choose from and they are **free** to send to anyone, anywhere. Lift someone's spirit today and let them know you appreciate them. You'll be glad you did! ■ www.mtmrecognition.com



EUNICE KENNEDY SHRIVER
1921-2009

Eunice Kennedy Shriver: A Special Friend

For over 20 years, MTM has had the honor and privilege to be a part of the Special Olympics family as a sponsor and friend. It is with much sadness that we say goodbye to its founder and visionary, Mrs. Eunice Kennedy Shriver. The 88-year-old advocate for people with intellectual disability, and Kennedy family matriarch, passed away in August after a series of strokes. While we mourn her loss, we also join the world in celebrating a life lived fully and passionately for a cause that was dear to her heart. **Mrs. Shriver was firmly committed to**

improving the lives of the intellectually challenged, in no small part because her older sister, Rosemary, had mild intellectual disability.

Today, more than three million Special Olympics athletes are training year-round in all 50 states and 170 countries. They run races, toss softballs, lift weights, ski moguls, volley tennis balls and pirouette on skates. There are World Winter Games, the most recent in Boise, Idaho; National Games, Nebraska 2010; and World Summer Games, which will be staged next in Athens

in 2011. Documentaries, Wide-World-of-Sports presentations, after-school TV specials, feature films, cross-aisle Congressional teamwork and relentlessly positive global word of mouth have educated the planet about Special Olympics and the capabilities of the sort of individuals who were once locked away in institutions. Schooling, medical treatment and athletic training have all changed for people with intellectual disabilities as a result of Shriver's vision; more importantly, so have minds, attitudes and laws. ■

www.specialolympics.org

Breast Cancer Awareness Day

To recognize Breast Cancer Awareness Month, MTM Recognition's Wellness Committee coordinated a **Pink Day** at our Princeton, IL facility in October.

Everyone was encouraged to wear something pink with the goal of increasing awareness and the importance of regular screening and early detection. Most employees wore pink shirts, bracelets, or hats



to commemorate the cause. MTM's Pink Day built team spirit and cooperation as it increased awareness of breast cancer among our colleagues and even their families.

Does your company or organization have a cause that it is passionate about? We'd love to hear your stories and suggestions about how your simple efforts created real results. ■

www.nbcam.org



Auro Elite: Affordable Luxury

In today's economic climate, employee engagement and appreciation is more important than ever before. MTM Recognition offers many affordable solutions to fit your recognition budget. MTM's most recent offering, Auro Elite, provides the luxury of fine gold with the excellent durability and tarnish resistant qualities of solid gold at a fraction of the price. The X-Factor in Auro Elite is a unique brilliance, luster and bright gold color that can only be found in MTM's rings.

If you are looking for an alternative to rising gold prices without sacrificing quality, this affordable alloy offers the perfect solution. Auro Elite has fast become the popular choice in many recognition programs. ■

'Tis the Season

Changing leaves, brisk breezes, Saturday tailgate gatherings, Bowl Games — these are some of our favorite Fall memories. And as college football teams competed for the



chance to win the championship for their conference, MTM was behind the scenes making many of the "prize" trophies that symbolize the ultimate victory. **"Manufacturing some of the most prestigious awards in college football** is one of the most exciting things about my job", said Cory Beltz, MTM's Sports Marketing Director.

On any given Saturday during Bowl Season, you couldn't miss one of MTM's creations while flipping through the channels. MTM manufactures 19 bowl trophies and many Conference awards. Next time you see a Bowl Game trophy raised in celebration, look for the shiny gold sticker on bottom. Chances are, it came from MTM Recognition. ■

MTM Recognition Earns ISO 9001:2008 Certification

MTM Recognition's Princeton, IL facility recently completed its annual ISO audit for quality management standards. Our Illinois jewelry operation not only retained certification from its 2006 inception, but certified against the new ISO 9001:2008 standard. The facility's many components of customer care, manufacturing, materials, and distribution complied with the new standard, validating MTM's quality management system from order entry through shipping.

As MTM is the most vertically integrated award jewelry manufacturer in the industry, this certification validates product and service performance beyond the competition. The ISO standard, which dictates the requirements of an effective quality management system, is accepted by over 100 countries world-wide and is set by the International Organization for Standardization headquartered in Geneva, Switzerland. MTM's Princeton operation completed its first registration process in 2006 in six months, while the typical implementation cycle is 12 to 18 months. The 2006 audit results placed MTM Recognition in the 90th percentile and found no major or minor non-conformances—a rarity for a first attempt. ■

Did You Know?

Lapis lazuli is a gemstone of the kind that might have come straight out of the Arabian Nights: a deep blue stone with golden inclusions of pyrites which shimmer like little stars. This opaque, deep blue gemstone has a grand past. It was among the first gemstones to be worn as jewelry. The name is composed from 'lapis', the Latin word for stone, and 'azula', which comes from the Arabic and means blue.

Lapis lazuli is a versatile and popular gemstone which has shown extraordinary stability in the turbulent tides of fashion. No wonder, since it has fascinated both men and women for thousands of years with its fabulous color and those golden points of light formed by pyrites. ■ *Right: Fashion ring designed and manufactured in MTM's Princeton, IL jewelry facility.*



Watching Watches



Big is IN! Today's hottest watch styles continue to evolve as consumers look for affordable fashion with flair. One of MTM's key vendor/partners is Bulova Corporation, one of the industry's oldest and most experienced timepiece companies. Recently, we spoke with Adrienne Forrest, Vice-President, Special Markets at Bulova and we asked her what was leading the way in the watch industry today. She noted the following trends:

Mechanicals

There has been an increasing interest in mechanical watches over the last few years, primarily with high-end Swiss brands. Bulova benefits from this trend, in that they offer mechanical watches, starting under \$400 in the Bulova brand.

Diamonds and crystals

Watches with embellished cases and dials continue to be very popular at all price points. Diamonds and

crystals are not just for women's watches!

Multi-function watches

Chronographs and 'complications' as well as architecturally-shaped case designs are prevalent in new offerings.

Size Today's styles tend to be larger in overall size and trend is to continue to increase even more, for both men's and ladies.

Price points During these tough economic times, companies tend not to cancel programs entirely, but they are looking for more entry-level products from reputable companies. Bulova offers a variety of brands and covers all price points for watches and clocks to address the current market conditions.

MTM consults with leading companies such as Bulova to provide our customers the most up-to-date award items in the industry. Watches, both traditional and trendy, continue to be popular award choices. They complement the award selections in many of MTM's service, performance, safety and retirement awards programs. ■

www.bulova.com

Hershey Bears Commemorate AHL Championship Win

The Hershey Bears are no strangers to championship wins. This year's American Hockey League Calder Cup victory marked number 10 in the wins category making this Pennsylvania AHL team, without question, the premiere organization in the league. MTM Recognition was chosen among many competitors to design and manufacture the coveted ring marking the 10th AHL Calder Cup victory. MTM's designers created a "10" in 10-kt. yellow gold raised off the bezel. The true genius of the design was incorporating the *old* Hershey Bear logo, the "Skating Bear," in the sterling silver base insert as a tribute to the Bear's history—literally in the "background" of the 2009 accomplishment.

MTM's designers let their imaginations soar as 5-pt. chocolate diamonds were added to the bezel to symbolize

Hershey, PA, home of Hershey Chocolate, and Hershey Park. A 10-pt. Chocolate diamond was set in the zero of the "10" insert as well.

The team and organization were all given white 10-kt. rings. A special rosewood box was created as a keepsake for the team members.

MTM was invited to unveil the ring on the large jumbotron of the Giant Center, the home ice of the Bears. This 15 second video will be shown at every Bears home game in the 2010 regular season. ■

www.hersheybears.com



Motivating in Tough Times

by *Shane Smith* ■ There's no doubt that times are tough. Many businesses are currently challenged with doing more with less...less inventory...less resources...less people. On top of that, we go home to be continually bombarded with not so great news. These challenges can lead to stress, worry and distraction among our co-workers and employees—which is the last thing we need.

For all of us, **there is a process to success.** You have to have a plan—a detailed plan of what you are going to accomplish and the discipline to follow that plan. While many of us have a strategic plan for what we want to achieve and the steps we'll take to do so—how many of us have a plan for refocusing and motivating the team? If we can't

align their distracted focus back on the plan and promote a spirit of cooperation, what are the odds of our success?

If you are a manager, a leader, an HR person, or the owner of the company—**driving employee engagement** (see sidebar), motivating and rallying the team to compete every day, is more important than ever. Zig Ziglar said, "Motivation doesn't last, but neither does bathing and eating—that's why we repeat it every day."

What's your "motivational/engagement" plan? Do you have one? If so, are you following it in a disciplined way? It's not enough to have information, you have to apply it. **Stop fiddling around and get started!** ■

Educating for Engagement

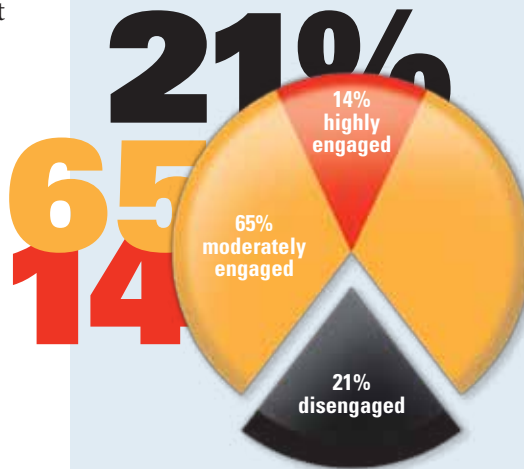
MTM hosted a series of Lunch and Learns in December to educate and promote the importance of recognition as it relates to employee engagement. The OKC headquarters image room was transformed into a cafe as guests

were treated to lunch from Panera Bread while information on increasing employee engagement was shared. After lunch, guests toured parts of MTM's



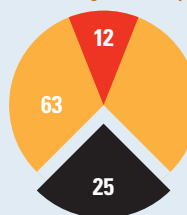
20 acre campus. Plans are in place to host additional Lunch and Learns on a variety of topics throughout 2010. If you are in the Oklahoma City area, and are interested in attending one of these events, please call 405 609-6900 for more information. ■

Are your employees engaged and why should you care?

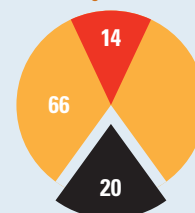


Recent studies of today's workforce indicate that 21% are disengaged, 65% are moderately engaged, and 14% are highly engaged. Companies with engaged employees boosted operating income by as much as 19%. ■

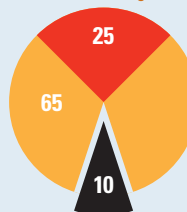
Non-management Hourly



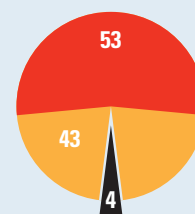
Non-management Salaried



Director/Manager



Senior Executive



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
Akansas SHRM	Ft. Smith, AR	April 14–16
Recognition Professionals	Henderson, NV	April 25–28
Institute of Supply Mgmt	San Diego, CA	April 25–28
Oklahoma SHRM	Tulsa, OK	May 5–7
Gulf Coast Symposium	Houston, TX	May 12–13
World at Work	Dallas, TX	May 16–19
SHRM	San Diego, CA	June 27–30



MTM Recognizes Its MVPs

In early November, MTM celebrated its 2009 MVP's, "tail-gate style" as employees gathered for lunch on the OKC and Princeton campus' dressed in their favorite sports apparel. Company-wide, MTM's 600+ employees decorated their work areas to show their pride in their sports teams. The OKC Headquarters was treated to a traveling performance

of the "Pride of MTM" marching band

complete with drums, drum major and kazoos.

Each year MTM recognizes their own in a formal or informal gathering wrapped around a theme. Awards are given for Employee of the Year, Leadership, Spirit, Lion Heart, Spotlight, Quality, Safety, and Kaizen (lean manufacturing) award. Team awards are also given along with recognition of valuable years of service. Congratulations to all 2009 Award Recipients! ■



Welcome to the MTM Recognition *Accolade!* Our hope is that you have found this quarterly newsletter informative and enjoyable. We would like to extend an invitation for you to visit and tour our 20 acre campus in Oklahoma City or our premiere jewelry facility in Princeton, IL. Oklahoma's newspaper, *The Oklahoman*, said "The showroom for this bustling manufacturer isn't a museum—but it ought to be."

Our corporate division creates comprehensive recognition programs for many of America's top clients including Owens and Minor, AMTRAK, McDonalds, Special Olympics, INTEGRIS Health, Devon Energy, Chesapeake Energy just to name a few.

As this edition comes to a close, I am reminded how fortunate I am to work for a company that celebrates important moments in people's lives. It is our belief that recognition lifts the human spirit—so *lift someone's spirit* this new year! All the best to you and yours.

– Donna Lamprecht, Editor

Accolade!

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