

## **Details about promoting your achievement on the Best Firm To Work For list**

1) **Final Rankings:** Note that you must indicate the category ranking when promoting your position on the firm-size lists. For example, Transpo Group can tout that it is ranked No. 2 in **CE News'** 2009 Best Civil Engineering Firms To Work For ranking and that it is No. 1 in **CE News'** 2009 Best Civil Engineering Firms To Work For Mid-size Firm ranking. The firm cannot say that it is No. 1 in **CE News'** 2009 Best Civil Engineering Firms To Work For list.

2) **Publication of results:** Articles will appear in the October issues of **CE News** to announce the civil engineering and environmental lists, and in **Structural Engineer** announcing the structural engineering list; [www.cenews.com](http://www.cenews.com) and [www.gostructural.com](http://www.gostructural.com) will also host the articles. The architecture and multidiscipline lists will be announced in online articles at [www.stagnitomedia.com](http://www.stagnitomedia.com) (coming soon!). If you are interested in promoting your achievement online, you may link your firm's website to ours. You do not need to request permission for such links.

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If you would like to distribute customized copies of the October **CE News** or **Structural Engineer** article announcing the results to potential recruits, to clients, or others, you may obtain reprints of the article. Firms have been very creative over the years in designing valuable marketing materials based on the printed articles. Contact the YGS Group at [cenews@theYGSgroup.com](mailto:cenews@theYGSgroup.com) or 800-290-5460.

**Extra copies of October issue:** If you want to order extra copies of the October issue, please contact Chelsea Cankar at 312-368-6004 or [ccankar@stagnitomedia.com](mailto:ccankar@stagnitomedia.com). The cost is \$10 per issue plus 10 percent for shipping and handling. Advertisers in the October issue get the first five copies free.

3) **Logos:** You can download low- and high-resolution versions of the logos via your web browser. The logos are available at [www.cenews.com/bestfirm](http://www.cenews.com/bestfirm) or [www.gostructural.com/bestfirm](http://www.gostructural.com/bestfirm). You have permission to use the Best Firms To Work For logos on your website, in marketing materials, and in advertisements. You do not need to request permission for its use as long as it is being used in proper context (i.e., firms that weren't ranked or listed as honorable mentions should not use the logo, you should use the correct logo for your rank). More usage details are provided online.

4) **Plaques:** To show our appreciation for your involvement in this program and to recognize your firm's achievement, you will receive a plaque or certificate for display. (Those firms that had representatives at the Best Firm To Work For Summit already received their plaques or certificates, others should arrive soon.) If you are interested in having additional plaques made for branch offices or for key team members' individual

offices — or if you would like to have plaques made to showcase your certificate — please contact Roger Stewart at 770-906-1583 or [rogerstewart@mac.com](mailto:rogerstewart@mac.com). These plaques are a great way to showcase your achievement and to thank your colleagues for their extra effort.

5) **Photos:** If a representative from your firm attended the Best Firm To Work For Summit, we took a professional photo of him or her receiving your plaque. A link to the photos of the award presentation will be posted at [www.cenews.com/bestfirm](http://www.cenews.com/bestfirm) and [www.gostructural.com/bestfirm](http://www.gostructural.com/bestfirm) soon. You may download or purchase your firm's photo(s) and use it to promote your honor.

6) **Merchandise:** In addition to plaques, other types of merchandise to promote your achievement. Check out the website [www.2009bestfirms.com](http://www.2009bestfirms.com) to see the variety of stickers, t-shirts, pens, cups, and more that is available. You can personalize your orders by adding your firm's name or logo, or your ranking, to the design, and products other than those shown are available. If you have questions about merchandise orders, please contact Roger Stewart at 770-906-1583 or [rogerstewart@mac.com](mailto:rogerstewart@mac.com).

#### 7) **Benchmarking reports**

Achieving excellence in your workplace is a priority for your firm, and a Best Firms To Work For Benchmarking Report can help you reach that goal. This report will tell you exactly what the winning firms are doing in the areas of compensation, culture, benefits, retention, performance management, and professional development- and show you how your firm's policies, procedures, and employee satisfaction stack up to the best of the best. To see sample Best Firms To Work For Benchmarking Reports and get more information, visit [www.zweigwhite.com/go/bestfirm](http://www.zweigwhite.com/go/bestfirm). For more information or to order your report, contact Susan Dell Orto at [sdellorto@zweigwhite.com](mailto:sdellorto@zweigwhite.com) or 312-368-6014.