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**IMAGE 4 RECOGNIZED FOR EXEMPLARY WORKPLACE PRACTICES**

*Image 4 awarded the prestigious Alfred P. Sloan Award*

**Manchester, NH August 12, 2009** – The current recession – considered one of the worst since the Great Depression in the 1930s – is proving to be a “game changer” for organizations in all sectors of the economy. A study conducted by the Families and Work Institute in May 2009 found that most companies (81%) are maintaining the workplace flexibility they offer during the recession and another 13% are increasing it. The question remains: to what extent are employers able to continue be good places for employees to work while dealing with these very difficult business survival issues?

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.

Image 4 is being honored by local award sponsor The Family Education Collaborative at YWCA at an upcoming event. Image 4’s innovative workplace practices include flex time/location opportunities, job-sharing, flexible personal time hours, support for volunteerism and education, peer performance reviews, and other staff-focused, life-realistic job parameters.

The Sloan Awards Awards honor organizations of all sizes and all types in New Hampshire and across the country that are using workplace flexibility as a strategy to increase workplace effectiveness and yield positive business results.

“Approaching employment and job performance metrics with an open mind has aligned the corporate and employee’s home-work-life values around positive outcomes for our clients” said Image 4 President Jeffrey Baker “The flexibility we’ve created encourages our staff to approach our client demands with the same flexibility, creating sustainable value for all constituents in the corporate relationship.”

The Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility are part of the *When Work Works* project, an ongoing 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. Through *When Work Works*, these partner organizations provide research, resources, and recognition to employers nationwide. The project shares the results of research on creating effective and flexible workplaces that meet the needs of the 21<sup>st</sup> century.

Each of the 2009 Sloan Award winners will also be recognized nationally and will be featured in next year's edition of the *Guide to Bold New Ideas for Making Work Work*, published by Families and Work Institute.

Now in its fifth year, the prestigious awards program expanded its application base to organizations nation-wide for the first time in 2009. With the introduction of an "at-large" category and 30 participating communities across the country, any organization in the U.S. was eligible for the award. Applicants were evaluated in a rigorous two-step process, first comparing the employer's application to nationally representative data from Families and Work Institute's *National Study of Employers*, and then corroborating the employer responses through a survey of employees.

For more information about *When Work Works* or the Alfred P. Sloan Awards, please contact Tyler Wigton at (212) 465-2044 or [twigton@familiesandwork.org](mailto:twigton@familiesandwork.org) or Kelly Sakai at (212) 465-2044 x 211 and at [ksakai@familiesandwork.org](mailto:ksakai@familiesandwork.org).

#### **ABOUT IMAGE 4**

Image 4 is a nationally recognized, visual marketing and branding support organization. The company consults with clients to plan and execute visual branding and merchandising programs for trade shows, retail and multi-unit chains and public facilities. As a vertically-integrated provider, Image 4 supports client projects at any point in the value stream, from project design to fabrication, to graphic production and fulfillment, to dimensional installation, permitting and project close-out. For more information, visit [www.image4.com](http://www.image4.com)

#### **ABOUT FAMILIES AND WORK INSTITUTE**

Families and Work Institute (FWI) is a nonprofit, nonpartisan research organization that studies the changing workforce, family and community. As a preeminent think tank, FWI is known for being ahead of the curve, identifying emerging issues, and then conducting rigorous research that often challenges common wisdom and provides insight and knowledge. As an action tank, FWI conducts numerous studies that put its research into action and then evaluates the results. Its *purpose is to create research to live by*. For more information, see [www.familiesandwork.org](http://www.familiesandwork.org).

#### **ABOUT THE INSTITUTE FOR A COMPETITIVE WORKFORCE**

The Institute for a Competitive Workforce (ICW) is a 501(c)3 affiliate of the U.S. Chamber of Commerce and is working to ensure that businesses have access—today and tomorrow—to an educated and skilled workforce. ICW's primary responsibilities for the *When Work Works* project are to provide support to the communities and connect local initiatives to national Chamber efforts. For more information, visit [www.uschamber.com/icw](http://www.uschamber.com/icw)

#### **ABOUT THE TWIGA FOUNDATION**

The Twiga Foundation is dedicated to inspiring, promoting and maintaining a family consciousness at home, in the workplace and in the community. Twiga's primary responsibilities for the *When Work Works* project are to provide support to the communities, acting as a liaison to key stakeholders in the *When Work Works* communities to build a broad local leadership

constituency for creating better workplaces that meet the needs of employees, employers and communities. For more information, visit [www.twigafoundation.org](http://www.twigafoundation.org)



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