



2012 TOP 25 WORKPLACES FOR WOMEN FREQUENTLY ASKED QUESTIONS

Program Overview

AZ magazine, a publication of Republic Media, has joined forces with BestCompaniesAZ to identify the “Top 25 Workplaces for Women in Arizona” to be published in the March issue of *az magazine*.

For more than 4 years, *az magazine* has honored the “Top 25 Workplaces for Women” in Arizona recognizing employers that have set the standard for women initiatives in the workplace. This special annual issue has been voted by the readers of *az magazine* as a favorite feature in the magazine.

According to the Bureau of Labor Statistics released in 2011, women significantly impact our economy:

- 14% of women are in leadership positions of Fortune 500 Companies.
- 15% of boards are made up of women in Fortune 500 Companies.
- 46% of women are in the labor force.
- 51% of women are in management or professional related positions.

According to Goldman Sach's Global Economics, increasing the employment rate of women in the workforce can boost the US GDP by as much as 9%.

What are the program’s objectives?

The objective of the program is to identify companies in Arizona who provide dynamic workplaces for women that empower leadership, diversity and innovation for women.

Is there a cost to participate in this program?

No. There are no fees involved with registering or applying, or for earning a place on our list.

Who is eligible to participate in this program?

Arizona businesses with at least 25 or more employees and have been in business for at least three years are eligible to submit a nomination application. Companies do not have to be woman-owned but should be able to provide statistics on the number of woman that make up the workforce.

Does my business have to be for-profit?

No. Participating companies can be for-profit, non-profit, private, public, subsidiaries or business units, government or state agencies or charitable organizations.

How do I nominate my company for the Top 25 Workplaces for Women program?

Anyone can nominate a company by completing and submitting the nomination form located on www.bestcompaniesaz.com.

Nomination Submission Instructions

It is highly recommended that you download and save the completed form to your desktop for your records and send the final copy to Top25@BestCompaniesAZ.com.

The word count is limited to about 250-300 words (or under 2500 character spaces) so we would request you stay within that range. If you need additional space, please attach a word document with your name and company name.

What is the timeline?

November 7, 2011	Deadline for completing and submitting the application
Week of December 5	Winners will be notified by letter
February 25	Winners will be announced in the March issue of <i>az</i> magazine

What are the benefits of being recognized in this program?

- Benefits for participating companies: The program provides positive public recognition for winning companies increasing their visibility and public profile as a Top Workplace for females in Arizona. Making the list also helps winning companies attract and retain female workers.
- Benefits for the employees: The list provides a source of pride and public recognition for the female employees and creates a stronger desire to stay with their employer.

If I cannot answer every question on the application, should I still apply? Will I be penalized for not answering a question?

We highly encourage participants to answer as many questions on the application as they can to the best of their ability. However, don't let the inability to answer a question dissuade you from participating in this program.

I don't have a definite total number answer for a question. How should I proceed?

In this case, please provide a conservative estimate.

How are the Top 25 selected?

An independent panel of judges will select the winners and they will be notified by letter the week of December 5.

When will the winners be announced?

Winners will be notified the week of December 5th with a letter from *az* magazine and BestCompaniesAZ. Winners will be published in the March issue of *az* magazine.

How can I let my vendors and business partners know I've been recognized, if I make it to the Top 25 Workplaces for Women?

There are numerous ways you can announce you are a winning company. You can create a press release and send it out to all your vendors, business associates and contacts. You can add the program logo to your emails, invoices, letters, etc. You can create promotional items (i.e. coffee mugs, t-shirts, stickers, balloons, etc.) for your employees, vendors and business associates and distribute them at various events throughout the year. Contact Denise at BestCompaniesAZ for additional information on how to promote your award.

What if I still have questions?

Please contact:

Denise Gredler at DGredler@BestCompaniesAZ.com

Bev Gant at Bev@BestCompaniesAZ.com

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About AZ Magazine:

AZ magazine is a product of Republic Media, an innovative, multi-platform media company that helps businesses navigate the advertising world. Encompassing an array of products including *The Arizona Republic*, azcentral.com and lifestyle magazines, Republic Media reaches more than 1.7 million Phoenix area adults each week and provides comprehensive marketing strategies that get results. To learn more about *az magazine* contact Cami Kaiser at 602-444-4899. To subscribe to *az magazine*, visit www.azmagazine.azcentral.com.

About BestCompaniesAZ, Consulting Partner

BestCompaniesAZ is dedicated to identifying, developing and promoting great companies and workplaces in Arizona. Services include employee opinion surveys, best practice benchmarking, employment branding, recruitment strategies, and award consultation and promotional services for Arizona's Best Companies. To learn more about BestCompaniesAZ statewide programs and events, visit www.bestcompaniesaz.com or call 480-545-5151.

