THE LABOR DAY LIST: Partnerships that Work

Celebrating Successful Labor Relations Strategies in the New Economy
What is The Labor Day List?

American Rights at Work Education Fund releases its sixth annual Labor Day List: Partnerships that Work to recognize successful partnerships between employers and their employees' labor unions that are working well in the global economy.

The featured trendsetters are bucking the current “race-to-the-bottom” trend while defining new standards for 21st century labor relations that balance profitability with workers’ needs and rights. By fairly compensating employees and sharing decision-making responsibility with them through unions, these employers prove that embracing such a forward-thinking business model is a smart, ethical, and successful strategy.

The list, a current snapshot of some of the nation’s most innovative partnerships, includes a cross-section of national and regional employers of various sizes, locations, and industries. The highlighted employers have demonstrated a commitment to respecting workers’ rights and decisions to form unions, and providing sustainable wages and family-friendly benefits.

This year, the Labor Day List: Partnerships that Work also features employers who are creating innovative solutions that are both friendly to workers and the environment, and investing in a new, clean energy economy.
Table of Contents

2  Introduction: A Model for the Clean Energy Economy

4  Eurofresh UFCW
   This award-winning producer of pesticide-free vegetables stands out for its commitment to safety—for workers, consumers, and the planet.

5  Flambeau River Papers USW
   This innovative paper and pulp mill is greening the domestic paper industry with environmentally-sound technologies, and sustaining a community with good jobs.

6  Gerding Edlen Development, Inc. IBEW, IBT, IUPAT, LIUNA, SMWIA, UA, UBC
   This commercial real estate firm recognizes union expertise as key to becoming the nation’s premier developer of LEED-certified projects.

7  Golden Solar IBEW
   This electrical contractor specializes in solar panels and respect for workers’ rights, harnessing renewable energy with union know-how.

8  Litecontrol Corporation IBEW
   This architectural lighting company is illuminating the path to a green future through innovative, energy-efficient systems, and a close partnership with its workers’ union.

9  McGough Construction BAC, IUOE, LIUNA, OPCMIA, UBC
   A recognized leader in sustainability, safety, and diversity, this real estate and construction services firm has a solid foundation in workers’ rights.

10 Sharp Solar IBEW
   This solar panel production company credits its rapid success in the United States to the expertise of its skilled employees and regular collaboration with their union.

11 United Streetcar IBEW, IW
   This green urban transit leader is moving full speed ahead to bring streetcars and good jobs back to the United States.
As our nation crafts policies to address the economic and environmental crises we face, there is a new dialogue emerging about work in America. Investing in a new, clean energy economy can create jobs and protect our natural resources—but what kind of jobs will these new “green jobs” be? Labor and environmental advocates are working to ensure we build a truly sustainable economy and planet: green jobs must be good, union jobs, where workers receive family-sustaining wages and benefits, retirement security, and respect on the job.

At the same time, forward-thinking employers are making these jobs a reality by respecting their employees’ rights and decision to join unions, providing fair wages and benefits, and collaborating as equal partners with their workers. American Rights at Work Education Fund’s sixth annual Labor Day List: Partnerships that Work highlights eight exemplary employers who practice labor-management cooperation while creating pioneering solutions to the environmental problems affecting our country.

A Win for Workers and the Planet

The new economy modeled by this year’s employers marks a shift. Instead of squeezing workers while destroying the planet, these companies see their workers and the unions representing them as essential partners. They also recognize environmental stewardship as a key component of their business model.

The 2010 Labor Day List employers include large corporations and small contractors, newly-formed companies and those dating back generations. Whether growing sustainable produce or installing solar panels, these green companies have one common denominator: their commitment to labor-management partnership. The companies profiled prove that going green, building a successful business, and respecting workers’ rights can go hand-in-hand.

This year’s list is full of innovators, visionaries, and leaders in green industry. Litecontrol manufactured the first architectural lighting systems to be Cradle to Cradle™ certified. Gerding Edlen

A Model for the Clean Energy Economy
Development led the first LEED-Platinum certified renovation of a building on the National Register of Historic Places, while McGough Construction built the first office building in Minnesota to be certified LEED Platinum. And Flambeau River Papers will soon be the first pulp and paper mill in North America to be fossil fuel free, thanks to a planned biofuel project.

Quality Work, Competitive Advantage

This innovation is driven by the skill and expertise of union workers. In one way or another, each employer profiled here credits their union workers as key to their successful green business. As Golden Solar CEO Shawn Josserand puts it, “the quality of union training and work is far superior,” giving his business a competitive edge and a reputation for excellence. Flambeau River Papers’ CEO Butch Johnson relied on his workers’ expertise in operating a paper mill when he bought the plant in 2006, and Gerding Edlen executives recognize the company’s union partners’ role in making its complex green building projects possible—and affordable.

Our Labor Day List companies are modeling the way the green economy can give all workers a shot at the American Dream. McGough Construction creates opportunities for women and minority-owned businesses, and partners with organizations that train women, minorities, and persons with disabilities for work in the building trades. Eurofresh not only grows award-winning greenhouse tomatoes without pesticides, it also establishes high standards in the often exploitative agricultural industry by offering its workers fair wages, health insurance benefits, and a safe working environment.

The clean energy economy is also returning good manufacturing jobs to the United States. Sharp Solar brought solar panel manufacturing to Memphis, TN, in response to a growing U.S. market for renewable energy, and customers seek out its products because they are union-made in the United States. In Portland, OR, United Streetcar is building the first U.S.-made modern streetcars in almost 60 years, and in the process, bringing new business to its U.S. suppliers.

Now more than ever, our country needs the leadership of bold, visionary employers who recognize the interdependency of environmental and economic sustainability. This year’s Labor Day List companies provide a model for a “win-win-win” economy in which businesses thrive, the planet prospers, and workers share in the success they help create.
Greenhouse grower keeps workers, consumers, and the planet healthy

The country’s leading producer of greenhouse tomatoes is thriving thanks to its fruitful relationship with its workers and their union. Eurofresh grows award-winning tomatoes and cucumbers sold around the country to major supermarket chains. But it’s the company’s commitment to sustainable practices, food safety, and workers’ rights that make it a standout in the agricultural industry.

Grown in one of the largest greenhouse complexes in the world, Eurofresh’s produce earns praise from cooks and conservationists. Eurofresh tomatoes have been named “America’s Best Tasting Tomato” by the American Culinary Institute for more than 10 years. All of its produce is greenhouse-grown, reducing land and water use, and certified pesticide residue-free—protecting the health of consumers, workers, and the environment. Eurofresh also uses unbleached and recycled content in its packaging, committing to reducing its environmental impact.

One of Southern Arizona’s largest employers, Eurofresh respects its workers’ rights and their union. Paul Rubin of UFCW Local 99 says the company and union have “a very cooperative relationship,” and talk through solutions regarding employee health and safety on a daily basis. In an industry characterized by low wages and few benefits, Eurofresh workers have full family healthcare coverage with no premium costs, and earn approximately 65 percent more than non-union agricultural workers. Eurofresh’s greenhouses are also much safer for workers than open fields, with fewer ergonomic injuries and no exposure to harsh conditions and contaminants.

Food safety is a top priority at Eurofresh, which credits the union-led orientation and training programs for raising standards. “Thanks to our employees and the union we have a good quality product that is safe,” says Robert Pulido, Vice President for Human Resources, “It’s a group effort.” The union also collaborates with the company to train employees on plant disease prevention procedures, protecting the company’s crops and ultimately consumer safety.

It’s not just the Arizona sunlight that makes this company shine. Eurofresh prides itself on being a part of the local community, contributing to nonprofit and community organizations, and donating produce to local food banks. And by serving up conservation and labor rights along with its safe, delicious produce, Eurofresh will be able to keep its customers, workers, and the planet healthy for years to come.
Greening the paper industry while sustaining a community

The story of Wisconsin pulp and paper mill Flambeau River Papers illustrates a path to sustainability for the U.S. paper industry: saving good jobs by respecting workers and advancing environmentally sound technologies.

Entrepreneur Butch Johnson bought the shuttered paper mill that had employed 300 of Park Falls’ 2,700 residents, after the mill was driven to bankruptcy in 2006 by the soaring cost of natural gas. Johnson not only re-hired nearly all of the mill’s workers, but honored their existing union contract, including wages, benefits, and seniority. Turning the lights back on at the mill has not only protected these good jobs, but saved hundreds of logging and other local jobs.

Flambeau produces premium recycled paper used by commercial printers and envelope-makers. Its paper is produced from 100 percent chlorine-free pulp, composed of up to 100 percent post-consumer waste, and has earned Forest Stewardship Council and Sustainable Forestry Initiative certifications. In addition, Flambeau’s products are almost entirely sourced from the United States, with 70 percent of its source material locally-produced in Wisconsin.

To keep its business model sustainable, Flambeau is developing an innovative solution to the high energy costs which threaten the entire domestic paper industry. A planned biofuel plant will turn wood byproducts—such as tree tops, branches, and sawmill waste—into green diesel fuel and wax, all while producing steam to power the existing paper mill. Some time in 2013, Flambeau will be the first pulp and paper mill in North America to be fossil fuel free.

While he initially had reservations about working with unions, Johnson now recognizes the union as “an integral part of the success of the company.” A newcomer to the paper industry, Johnson credits his workers for teaching him the intricacies of paper mill operations. The union and management have also worked together to secure funding for Flambeau’s biomass energy project.

The company values communication, meeting monthly with the union so any workplace issues are resolved quickly. Johnson boasts that the workers’ current contract was negotiated in 89 minutes, because labor and management see one another as part of one team. Ron Schoch, President of USW Local 2-0445, says the union and the company have a “stellar relationship.” Johnson “listens to workers and it makes our members appreciate him big time,” Schoch says. Employees say they are proud to work for a company with the foresight to explore energy alternatives and to have invested deeply in them and in the community.
Union expertise builds green projects and revitalizes communities

>> A pioneer in the green building industry, Gerding Edlen Development relies on skilled union workers as it revitalizes communities, furthers innovation, and creates good jobs.

The commercial real estate and investment firm has developed more LEED-certified green buildings than any other private development firm in the country, including the first LEED-Platinum certified renovation of a building on the National Register of Historic Places. The company is moving toward a “deeper shade of green,” and is now surpassing existing standards to develop projects which produce zero net carbon emissions.

The firm sees its highly-trained, union workforce as key to its success. As CEO Mark Edlen says: “Union workers bring the skill set, creativity, and workplace safety the company needs to execute such complex projects: that’s why Gerding Edlen uses union labor.” The company solicits worker input at the beginning of each project in brainstorming and planning sessions with the full project team. Senior Vice President Molly Bordonaro zeroes in on how such collaboration benefits the bottom line: “In the business and development world, time is money. We’ve been able to prove demonstratively higher rewards and more valuable assets, even in a down economy, because of union labor.”

Gerding Edlen’s commitment makes a big difference for its workers. Union contractors, like those used by the company, can earn up to three times the average wage of a non-union worker, as well as receive fair benefits, in return for their skill and expertise. The firm has helped further union workers’ professional development, working closely with many building trades unions to design green building training programs for their members. For two straight years, the firm has topped the Oregon Business Journal’s annual list of the best green companies to work for, and has been voted one of Oregon’s most admired companies for at least four years in a row.

Unions working with Gerding Edlen see the value in supporting a company that values its workers. Through their pensions and other funds, numerous unions have invested in projects developed by Gerding Edlen. This partnership has served to bring much needed capital to projects that revitalize cities, reduce carbon emissions, and create thousands of jobs extending beyond the initial construction. Gerding Edlen is proving that working with unions facilitates mutual rewards, environmental stewardship, and a successful business model.
Harnessing renewable energy with union know-how

>> The future looks bright at Golden Solar, a specialty electrical contractor with workers’ rights at its core. Golden Solar installs solar panels for residential and commercial clients in Colorado using 100-percent union labor.

When Colorado passed groundbreaking renewable energy legislation in 2004, Shawn Josserand saw an opportunity. The voter-initiated policy mandated utilities to begin generating electricity from renewable sources, and gave homeowners and businesses the opportunity to generate enough power to meet their own needs.

As a master electrician and longtime member of the International Brotherhood of Electrical Workers (IBEW), Josserand recognized that union contractors had the skill set that Coloradans turning to solar energy needed. He founded Golden Solar to make installing renewable energy sources easy and efficient for everyone. The small company handles all phases of design and installation, and has quickly earned a reputation for exceptional quality, outstanding customer service, and high standards.

With every project, Golden Solar not only helps to deliver environmentally smart services, it advances the new, clean energy economy in the Denver area. By employing union members, the company provides the community with good jobs, and in return for their expertise, electrical workers receive family-supporting wages and benefits like health care, retirement, and free training.

Josserand says the union has been invaluable to his business, providing a sounding board for ideas and a network of support. It has even helped bring in new clients, crucial to a small business in a tough economy. Most importantly, employing union workers ensures a skilled, experienced workforce: “the quality of union training and work is far superior,” he says, because “there is no better training out there on solar installation than union training.”

Golden Solar’s dedication to quality service and employment naturally led the company to become a signatory to the “Code of Excellence” developed by IBEW and the National Electrical Contractors Association. The program endorses employers and union members who mutually commit to both good work and fair working conditions.

Josserand believes strongly in workers’ rights to freely join unions, and has spoken up for labor law reform so that employers who treat their workers well are not at a competitive disadvantage. He encourages other businesses to “do the right thing” by respecting workers’ rights and paying a living wage. Golden Solar is a shining example of the opportunities the clean energy economy can provide for business leaders who embrace sustainable business and labor practices.
Illuminating the path to a green future through cooperation and innovation

“Employee Owned, Customer Driven” is the motto of Litecontrol, an architectural lighting company based in Massachusetts. Its workers have both a literal stake in the company—through an Employee Stock Option Plan—and a voice on the job through their union, the International Brotherhood of Electrical Workers (IBEW).

Founded in Boston in 1936, and now located in Hanson and Plympton, MA, Litecontrol produces energy-efficient lighting systems for office buildings, schools, hospitals, and libraries. Fully employee-owned since 2007, Litecontrol’s empowering mission is to “enable employees to share in the success they help create.”

In addition to producing energy-efficient systems, Litecontrol minimizes its environmental footprint through sustainable manufacturing practices. Its factories recycle rinse water, use less toxic paint, recycle scrap steel and aluminum, and use efficient heating, lighting, and waste systems. The company has also eliminated toxic PVC plastic from its fixture wiring—the first lighting company to do so—and all of its marketing material is printed on 100 percent post-consumer recycled paper. As a credit to its commitment to sustainability, Litecontrol’s products are the first architectural lighting fixtures to earn the Cradle to Cradle™ certification, the premiere benchmark in environmentally-smart design.

Litecontrol is similarly dedicated when it comes to its labor practices, developed from a partnership of over 20 years with its workers’ union. Representatives from IBEW Local 1499 say “the union has a good rapport with management…that’s primarily due to the foundation we’ve laid together of mutual respect, trust, and honesty.” The company likewise cites trust and mutual respect as the basis of its healthy relationship with its workers’ union, and points to its low turnover rate of approximately three percent as evidence of the good working environment this relationship creates. Besides the Employee Stock Option Plan, the workers’ contract provides fair wages, healthcare benefits, and retirement security. Management and the union also collaborate to provide advanced training initiatives for workers on sustainability and manufacturing concepts.

At Litecontrol, sustainable manufacturing and labor-management cooperation have illuminated its path to success. This responsible employer is a beacon of business-savvy and forward-thinking policy.
Building a firm foundation in sustainability and workers’ rights

For more than 50 years, McGough has built many of the iconic structures that grace Twin Cities skylines, and also developed an exceptional working relationship with local unions. The company is a recognized leader in worker safety, sustainable construction, diversity, and labor-management relations.

The LEED-Platinum-certified headquarters of Great River Energy in Maple Grove, MN, stands out as one of the company’s most impressive projects. Its on-site wind turbine and solar panels enable the building to use 50 percent less water and 90 percent less energy than comparable structures. McGough also specializes in ‘greening’ existing buildings by implementing recycling programs, upgrading building systems to enhance energy efficiency, and providing resources for clients who want to improve sustainability or pursue green building certifications.

McGough likewise excels as an employer. Harry Melander, President of the St. Paul Building and Construction Trades Council, refers to the firm as “our model contractor.” Echoing this esteem, company President Tom McGough Jr. says, “we attribute much of our success to the existence of labor unions,” specifically crediting the unions’ knowledgeable and safety-minded workers. Leaders at the company actively partner with unions to develop in-house safety and construction programming, and the firm provides tuition reimbursement for advanced instruction.

This collective investment in training has paid off: McGough has been recognized by its industry peers for its stellar safety record, earning the Minnesota Safety Council’s “Award of Honor” a remarkable five years in a row. In addition to being named to Engineering News-Record’s Top 400 Contractors List, the company has received the American Subcontractor Association of Minnesota’s “TOPs Award,” which recognizes the general contractor that best exemplifies teamwork, opportunity, and partnering practices.

The company also collaborates with unions on diversity initiatives, and maintains longstanding relationships with community organizations that train women, minorities, and persons with disabilities for work in the building trades, while encouraging subcontractors to also provide them with employment opportunities. Its outstanding commitment to creating opportunities for women- and minority-owned businesses earned McGough the “Corporate Supplier of the Year Award” from the University of Minnesota.

From sustainability and safety to partnership and diversity, the foundation of McGough’s success is its solid relationship with its workers’ unions. This model employer and forward-thinking company is sure to transform buildings and communities for years to come.
Sharp Solar

Creating good jobs at home in a growing industry

Sharp Solar is bringing good manufacturing jobs back to the United States while providing residential, commercial, and utility customers access to clean energy. The company assembles solar panels with the partnership of its skilled employees and their union, the International Brotherhood of Electrical Workers (IBEW).

At a time when many jobs are being shipped overseas, Sharp sees the value of manufacturing in the United States. In 2003, Sharp Corporation capitalized on the expanding U.S. solar energy market by bringing solar panel production to Memphis, TN. The company re-tooled one of its television manufacturing plants, hiring many of the same workers and continuing its relationship with the IBEW, which has represented Sharp’s Memphis workers since 1983. The company has provided solar modules for many large-scale solar projects, including those at Google and Denver International Airport, and produces enough solar panels every year to power more than 16,000 homes. Sharp has received awards for its environmental leadership from Energy Star, the EPA, and the U.S. General Services Administration.

Sharp Solar is now one of the world’s fastest-growing renewable energy companies, and attributes its growth to its strong relationship with its workers’ union. Management and the union meet monthly to discuss workplace issues, and have together improved manufacturing capability by investing in plant equipment and technology. The company added 180 employees to its Memphis facility between July 2009 and March 2010 and moved to a 24-hour production schedule, working closely with the union to implement the new schedule smoothly. As solar division Vice President Ron Kenedi puts it, “Who says working with unions is unproductive or unprofitable: look at our growth!” Labor-management cooperation especially pays off in a crisis: when a tornado damaged the facility in 2008, the union and the company worked together to rebuild the plant, bringing all employees back on the job within a week.

Customers in the hot solar energy market seek out Sharp products because they are manufactured domestically by a company with progressive labor relations. The National Photovoltaic Construction Project (NPCP) uses Sharp Solar products exclusively, because Sharp’s Memphis facility can deliver a product more quickly than an overseas factory and, as NPCP’s managing director has put it, “An experienced crew of unionized workers will outperform non-union day laborers any day of the week.” For this renewable energy leader, environmental sustainability, workers’ rights, and business success go hand in hand.
More cities are turning to streetcars to ease congestion and reduce carbon emissions, but until recently, no U.S. manufacturer was meeting the growing demand. In 2005, Oregon Iron Works, Inc., seized the opportunity, forming United Streetcar to produce state-of-the-art, modern streetcars. After winning a competitive bid from the city of Portland, OR, United Streetcar rolled out its premiere tram in 2009—the first U.S.-produced modern streetcar in nearly 60 years. The company is now building additional streetcars for Portland and its cars are also operating in Seattle, WA, and Tucson, AZ.

Oregon Iron Works’ longstanding relationship with the Ironworkers and the International Brotherhood of Electrical Workers has allowed United Streetcar to build a collaborative, empowering partnership with its workers. Shop-floor design meetings bring worker ideas in at the ground level, and the company actively solicits employee feedback on all projects and processes, making the company “better, stronger, and more cost-effective,” according to United Streetcar President Chandra Brown. “The union is helpful and can be an important piece of the company and its success,” she says. One symbol of the company’s pride in its workforce can be found on its prototype tram, which was signed by many of the workers who helped to build it.

United Streetcar is doing more than creating green jobs in the Portland area: its dedication to using U.S. suppliers is reigniting an entire industry. Orders with United Streetcar create or save jobs at vendors across the country, from fiberglass and flooring to seats and wheel sets. The company produces the first modern streetcars to comply with “Buy America” provisions: 70 percent of its trams’ components are domestically produced, and the company is striving to use entirely U.S.-made components. Company president Brown describes this “in-sourcing”—bringing streetcar manufacturing jobs back to the United States from Eastern Europe—as key to revitalizing the nation’s economy. United Streetcar is truly a model for the new, clean energy economy: helping expand energy efficient transit solutions, U.S. manufacturing, and good, union jobs.
More Partnerships that Work

In its first five editions of the Labor Day List: Partnerships that Work, American Rights at Work Education Fund featured the following successful partnerships between employers and their employees’ labor unions:

A. Zahner Company  SMWIA
Addus Healthcare, Inc.  SEIU
Alabama Power  IBEW
Allina Hospitals & Clinics  ADIT, IUOE, MNA, SEIU
American Electric Power  IBEW, UMWA, USWA, UWUA
American Income Life Insurance Company  OPEIU
AT&T, Inc.  CWA, IBEW, IBT, IFPTE
Boh Bros. Construction Company  IBT, IUOE, IW, LIUNA, OPCMIA, UBC
Brightside Academy  AFSCME
Catholic Healthcare West  AFSCME, CNA, CHEU, ESC, IBT, LIUNA, SEIU, UNITE HERE
Costco Wholesale Corporation  IBT
Delta Construction Corporation  BAC, IUOE, LIUNA, UBC
DMAX-Ltd.  IUE-CWA
DoubleTree Hotel San Jose  UNITE HERE
Douglas County School District  ATU, AFT
Edward Kraemer & Sons, Inc.  IW, IUOE, LIUNA, OPCMIA, UBC
Gamesa Technology Corporation, Inc.  USW
Harley-Davidson Motor Company  IAM, USW
Ivory Leathers, Inc.  IAM
Jackson & Perkins  UFW
Justice Clothing  IAM, UFCW, UNITE HERE
Kaiser Permanente  AFSCME, AFT, IFPTE, KPNAA, OPEIU, SEIU, UFCW, USW
Maimonides Medical Center  CIR, NYSNA, 1199SEIU
McAninch Corporation  IBT, IUOE, LIUNA, UA
McGuire Scenic  IATSE
Montefiore Medical Center  NYSNA, SEIU
Morton Williams Supermarkets  RWDSU/UFCW
NHS Human Services  AFSCME, AFT, SEIU, SPFPA
North Philadelphia Health System  AFSCME, SEIU
Print & Copy Center  GCC/IBT
Raymond’s Painting and Decorating  IUPAT
SCA Tissue North America  USW
State of Kansas  AFCSME & AFT (KOE), FOP, GCIU, IAFF, IBT, KCGES, KSTA
Stromberg Metal Works, Inc.  SMWIA
Swanton Berry Farm  UFW
Team Industries, Inc.  UA
Thompson Electric, Inc.  IBEW
Washington National Opera  AFM, AGMA
West Sheet Metal Company  SMWIA
Wisconsin Vision, Inc.  UFCW

To request copies of previous editions of The Labor Day List: Partnerships That Work, contact srbprogram@americanrightsatwork.org
For more information or to view the publications online, visit www.americanrightsatwork.org
The American Rights at Work Education Fund

The American Rights at Work Education Fund is an educational and outreach organization dedicated to promoting the freedom of workers to form unions and bargain collectively.

Socially Responsible Business Program

Launched in the summer of 2005, American Rights at Work Education Fund’s Socially Responsible Business Program promotes awareness of socially responsible and ethical corporate labor practices. The Program engages forward-thinking business and labor leaders to develop and encourage sound policies and collaborative efforts that sustain workers, businesses, and society at large. The Labor Day List: Partnerships that Work is a project of American Rights at Work Education Fund’s Socially Responsible Business Program.

Nominations for the 2011 Labor Day List: Partnerships that Work

Each Labor Day, American Rights at Work Education Fund will profile a new list of employers that partner with their employees' labor unions to empower their workforce. To nominate an employer for the 2011 Labor Day List: Partnerships that Work, please contact:

American Rights at Work Education Fund
Socially Responsible Business Program
1100 17th Street NW, Suite 950
Washington, DC 20036
srbprogram@americanrightsatwork.org

Please include your name, contact information, name of nominated employer, and the reason this employer should be considered. Submission deadline is April 1, 2011.