

Administered by CAEL in partnership with
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Business Leadership Group Co-Chairs:

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President & CEO
The Boeing Company

John W. Rowe
Chairman & CEO
Exelon Corporation

**FOR IMMEDIATE RELEASE
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PRESS RELEASE

MAYOR DALEY AWARDS LOCAL COMPANIES EMPLOYEE DEVELOPMENT ACHIEVEMENTS

Companies awarded for outstanding employee development services

Chicago--Northwestern Memorial Hospital and ShoreBank will be presented the WorkforceChicago2.0 awards for outstanding employee learning and development practices by Chicago Mayor Richard M. Daley during the third annual WorkforceChicago2.0 awards breakfast on Wednesday June 2, 2004. Northwestern Memorial Hospital and ShoreBank were both chosen for this honor because they provide excellent models that prove employee investment is a critical factor in running a successful, thriving organization.

“Successful companies and organizations understand that investing in their employees is an investment in their bottom line,” said Mayor Daley. “We applaud the work of Northwestern Memorial Hospital and ShoreBank, their efforts ensure the stability of their workforces and their long-term financial success, which in turn strengthens our community.”

ShoreBank, the nation’s first and leading community development and environmental banking corporation, and Northwestern Memorial Hospital, one of the nation’s foremost academic medical centers, were selected based on their ability to further business objectives through employee development. This included practices to attract and retain talented employees, strategies for transitioning employees to an e-business environment, partnerships with other companies and educational institutions, the use of new technologies for effective learning, and the creation of “informal” learning environments.

Co-chaired by Harry C. Stonecipher, President & CEO, The Boeing Company, and John W. Rowe, Chairman & CEO, Exelon Corporation, WorkforceChicago2.0 is administered by the Council for Adult and Experiential Learning (CAEL) in collaboration with the Human Resources Management Association of Chicago (HRMAC), and World Business Chicago (WBC), to help the Chicago region become a prime talent pool for the 21st century economy.

“I believe that investing in our employees over the long-term increases the value that Exelon is able to deliver to our shareholders and customers,” said Rowe. “Clearly, Northwestern

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Memorial Hospital and Shorebank's dedication to employee development has been an essential factor in their success."

"The Boeing Company is proud to be a leading member of the WorkforceChicago2.0 initiative, as it develops the Chicago area's position as the leading talent pool in the country," said Boeing President and CEO Harry C. Stonecipher. "Business goals and employee learning go hand in hand and at the Boeing Company, our most critical economic asset is our people."

"In both good and bad economic cycles, companies and organizations are only as strong as their workforce," said Pamela Tate, CAEL President. "The WorkforceChicago2.0 initiative recognizes firms that excel in developing their workforce to create a culture of high performance, productivity, and pride. The goal is also to inspire other firms to institute similar beneficial workforce development practices."

The Business Leadership Group, formed two years ago, is co-chaired by Stonecipher and Rowe, and is comprised of Chicagoland CEOs committed to learning and development in their workplaces and to understand the necessity and advantage of investing in their people. As strong advocates of employee learning, they work to influence peers and sustain the education and training programs at their respective companies and promote education and development broadly in the business community. These area business leaders are spearheading the initiative to help position the Chicagoland region as a leading national center of highly skilled workers and to build a regional commitment to expanding employee learning and development.

In addition to Co-Chairs Stonecipher and Rowe, the WorkforceChicago2.0 Business Leadership Group includes: Anne L. Arvia, President & CEO, Shorebank; Robert Blackwell, President & CEO, Electronic Knowledge Interchange; James Cabrera, President & CEO, United Building Maintenance, Inc.; Dale Gifford, Chairman & CEO, Hewitt Associates LLS; Hermann A. Grunder, Director, Argonne National Laboratory; Rich Jernstedt, Former Chairman, Golin/Harris International; Pamela Lieberman, President & CEO, TruServ Corporation; John McCarthy, President, Continental Airport Express; Raymond F. McCaskey, CEO, Blue Cross Blue Shield of Illinois; Michael H. Moskow, President & CEO, Federal Reserve Bank of Chicago; Patrick Ormsby, President & CEO, Bimba Manufacturing Co.; William A. Osborn, Chairman & CEO, The Northern Trust Co.; Thomas M. Patrick, Chairman, President and CEO, Peoples Energy Corporation; Michael Riordan, President & CEO, University of Chicago Hospitals; James C. Tyree, Chairman & CEO, Mesirow Financial.

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Northwestern Memorial Hospital was cited in part for its new Academy that oversees all management development, clinical and other functional education, facilitates the creation of new training and certificate programs, and builds outside workforce development partnerships. This is part of Northwestern Memorial's overall strategic goal to attract, develop, and retain the Best People - a broad-based goal focusing on meeting all aspects of employee needs for the organization.

"One of Northwestern Memorial Hospital's strategic objectives for our Best People goal is to create a more comprehensive and integrated approach to workforce development," said Gary Mecklenburg, President and CEO of Northwestern Memorial Healthcare. "Initiatives such as our new Learning Academy help us maintain our standards of high care and our reputation as one of the leading hospitals in the country."

Since the late 1990s, ShoreBank has placed a more strategic focus on employee development, creating a comprehensive Human Capital Strategic Plan that was more responsive to employee's individual development needs.

"Shorebank's commitment to creating strong and healthy communities includes our entire organization," says Anne Arvia, President and CEO. "We give them access to training, technology, and other tools to ensure they succeed and are prepared for future challenges."

The practices adopted by Northwestern Memorial and ShoreBank are representative of workforce strategies that drive superior business performance. "Focusing on people and promoting effective employee learning and development policies and practices is critical in any business environment," said Bernadette Patton, HRMAC Executive Director. "The benefits can be seen in both the individual employee's professional development and the company's bottom line."

In the new international economy, it is vital for the Chicago area to be seen as home to a highly qualified talent pool. "If Chicago is to stand among the agenda-setting global cities of the 21st century it needs to demonstrate excellence in workforce, quality of life, and infrastructure," said Paul O'Connor, Executive Director of World Business Chicago and co-partner of WorkforceChicago2.0. "When employers and employees work together to create strategic advantages for our companies, then the whole region benefits."

The importance of a strong workforce and initiatives to continue strengthening that workforce is also seen as vital. "Each year, WorkforceChicago2.0 recognizes businesses that

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understand the importance of lifelong learning for employees in the workplace,” said Linda Kaiser, Executive Director, Chicago Workforce Board. “The more companies and people that are part of this dialogue, the stronger our entire region will be.”

Previous recipients of the WorkforceChicago2.0 awards for outstanding employee development practices include: Argonne National Laboratory and Camcraft, Inc. (2003); Allstate Insurance Company, Bank One, Bimba Manufacturing Company, Dunlee, Ernst & Young, Golin/Harris International, Motorola, Inc., The Northern Trust Company, S&C Electric Company, TruServ Corporation, and the University of Chicago Hospitals (2002).

WorkforceChicago2.0 was created by the Council for Adult and Experiential Learning (CAEL), partnering with the Human Resources Management Association of Chicago (HRMAC) and World Business Chicago (WBC), to help the Chicago region become a prime talent pool for the 21st century economy. For more information on WorkforceChicago2.0, please visit www.workforcechicago2.org

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