

**NL Employers' Council announces short listed organizations for
2010 "Employer of Distinction" Awards**

Winners to be announced at Employer of Distinction Awards Luncheon
February 25th at the Sheraton Hotel, St. John's

--FOR IMMEDIATE RELEASE

February 18th, 2011, St. John's, NL – The NL Employers' Council (NLEC) will hand out the **2010 Employer of Distinction** awards, in both the large and small employer categories, at the Employer of Distinction Awards Luncheon on **Friday, February 25th**, from **12:00 – 2:30 P.M.** at the **Sheraton Hotel, St. John's**.

Ten employers are shortlisted for the award in the small employer category, and six are shortlisted in the large employer category. The Employer of Distinction award recognizes employers that have placed value in their workforce, given back to the community, and set new standards for excellence in human resources over the past year. Employers shortlisted for the small employer category are: Canadian Hard of Hearing Association, Conservation Corps, Cox & Palmer, Ever Green Environmental Corporation, FIT For Work, Gander International Airport Authority, Keep Cool Refrigeration & A/C Ltd., Knightsbridge Robertson Surette, Lotek Wireless Inc. and St. Jude Hotel. Employers shortlisted for the large employer category are: City of St. John's, Iron Ore Company of Canada, Newfoundland Power, Newfoundland & Labrador Liquor Corporation, S.S. Subway, and St. John's International Airport Authority.

Applicants for the award are evaluated by an independent judging panel on Human Resources Best Practices, Health & Safety Practices and Disability Management, Employee Presence in the Community, Stakeholder Awareness, Compensation and Advancement and other relevant information. Interested organization's complete a nomination questionnaire, and must score at least 80% on this questionnaire to be shortlisted. Once shortlisted, organizations complete a more in-depth questionnaire. Requirements for the award were modified this year allowing past recipients from 2005 and earlier to be eligible. These applicants are required to showcase improvement over their previous submission.

The luncheon will highlight the achievements of each short listed organization, and will feature a keynote address by Siobhan Coady, MP of St. John's South Mount Pearl and Former President of the Canadian Chamber of Commerce. Interest in this year's awards has grown dramatically, with nearly double the number of organization's making the short list over previous years. The NLEC believes the tightening labour market is a factor. "The application process for the Employer of Distinction Awards is extensive, and to be shortlisted shows not just that you value your workforce, but indicates an interest in promoting what you have to offer prospective and current employees," says Richard Alexander, NLEC Executive Director. "Employers are looking for ways to differentiate themselves as a top employer in order to attract and retain talent in thier organization."

Corporate tables and individual seats at the awards ceremony are available for booking online at www.nlec.nf.ca. These awards are sponsored by the law firm of McInnes Cooper.

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