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FOR IMMEDIATE RELEASE

MRA and *Milwaukee Magazine* Launch 2008 Best Places To Work Survey
Special Focus on How Companies Handle Multiple Generation Workers

September 25, 2007, Waukesha, WI – MRA – The Management Association (MRA) is partnering with *Milwaukee Magazine* for the fifth year to find and recognize the “Best Places to Work” in Southeastern Wisconsin.

“We are very pleased to partner with *Milwaukee Magazine* to identify companies of all sizes that are committed to building and maintaining a workplace culture that fosters employee engagement, growth, and satisfaction,” said Bonni Yordi, Ph.D., Director, Surveys and Business Research for MRA. “Since our last Best Places to Work Survey in 2005, we know that companies in Southeastern Wisconsin continue to implement unique strategies to attract and retain great hires. We are extremely excited to be part of a process that recognizes excellence in workplace practices.”

This year, there will be a special focus on how companies are handling multiple generation workers. The survey will also address how top companies are advancing worker training, fostering employee self-sufficiency, and actively engaging employees. Winners will be announced in the April 2008 issue of *Milwaukee Magazine*.

To nominate your company as one of the “Best Places to Work,” simply fill out the online survey found at www.mranet.org by November 15, 2007. The survey takes approximately 30 minutes to complete. There is no fee to apply.

For more information, and to access the survey, log on to www.mranet.org.

Milwaukee Magazine is the preeminent city magazine serving the Milwaukee area. It has won more than 200 national and local awards for its editorial and design.

Founded in 1901, MRA is a not-for-profit employers’ organization serving more than 3,000 employers throughout Wisconsin, Illinois, and Iowa, covering close to a half million employees.

An expert in the optimization of human resources, MRA applies its talent, tools and training to help organizations achieve their business objectives. For more information on MRA visit www.mranet.org or call 800.488.4845.

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