



Modern Postcard has achieved unprecedented growth and increased revenue in 2005 - the third quarter being their best quarter in history with the highest average order value. Although daily job volume has increased, turnaround time has decreased by 64%, customer service satisfaction has increased to 92% and overall employee satisfaction is at 85%. Employee retention is consistently high.

Modern received the **Crystal Award** at the San Diego Society for Human Resource Management Workplace Excellence Awards in November 2005, in honor of demonstrating human resource practices that have contributed to superior employee performance and company performance. Director of Human Resources, Sarai Rodgers, attributes Modern Postcard's increased success in part to organization-wide implementation of Alliance's Excellence program.

In October 2005 an anonymous, online survey was conducted to track application of learning and results produced from the Excellence program.

- 92% of respondents have applied the Excellence principles
- 89% agree they are more effective
- 81% agree the Excellence principles have helped them achieve better business results
- 83% improved communication
- 86% operate at a higher level of accountability
- 81% are more focused
- 81% improved interpersonal relationships
- 67% feel more energized and vital
- 72% are more engaged

Improved Productivity

75% of responders agree they have improved productivity as a result of application of the Excellence principles. (They are making better use of their time and energy to produce results.)

- 22% report their productivity has improved about 10%
- 33% report their productivity has improved about 20%
- 12% report their productivity has improved about 30 - 40%

As a CFO, my goal is to create value in the organization. The Excellence program helps to build an environment where people can be most effective, become as good as they are, and even better than they should be, thereby adding value. The program has served to decrease the human friction and establish an environment of creativity, innovation, trust and respect - all essential elements of a successful company. Modern Postcard's continued growth and increased profitability is proof we have achieved 'excellence'. Some might ask how we can afford to offer a program like this to our entire employee population. I ask, "how can we afford not to?" -Bill Lofft, CFO