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January 27, 2020
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THE CRITERIA AND AWARD SELECTION PROCESS

The Best and Brightest Companies to Work For® Program prides itself on conducting a thorough evaluation of companies nominated. The program has selected 1,600 companies throughout the nation to receive this honor which you all are a part of today. Over 430,000 employee surveys were scored and analyzed over the past year. The program also has a 10 to 1 ratio; of the 10 companies interested in being a Best and Brightest winner of which, only 1 is selected. The process is threefold:

1. Nominees are vetted out by our Best and Brightest research team.
2. Those identified as potentials are contacted and employee rosters are requested.
3. Employer survey data and employee surveys are then scored, weighted and ranked; the Best & Brightest winners are then selected.

After which, the top 20% of scored companies are scrutinized even further to determine the overall winners. This process is designed and audited by The Center for Research and Service at Illinois Technology Institute and surveys are scored and ranked by Inquisium, a market research firm out of Virginia. The criteria are determined annually based on market conditions and trends and applied throughout the country. So, needless to say, you are among the elite employers in the country.



Nominate Now for 2021!

You can nominate your organization right now for the 2021 Dallas/Fort Worth's Best & Brightest Companies To Work For®! Just click anywhere on this ad and nominate online today!

For more information, contact the NABR events team at

866.321.1822

DEFINED ROLES OF THE ADVISORY BOARD

The Best & Brightest Advisory Board gives advice on all marketing, education and production that occur during the planning of the program. The Advisory Board has a dual role: an internal role to assist in and advise on the developments of the program, and an external role to liaise their respective organizations and the community. This group is not involved in the selection process.

DALLAS/FORT WORTH'S BEST & BRIGHTEST ADVISORY BOARD



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THE CRITERIA FOR SELECTION OF THE BEST & BRIGHTEST COMPANIES TO WORK FOR[®] ARE AS FOLLOWS:

Communication and Shared Vision

The effective exchange of information from senior leaders to employees and the extent to which employees are given a platform to communicate opinions, ideas, issues and concerns.

Community Initiatives

Extent to which the organization is committed to improving the local community while providing the encouragement and time for employees to participate in a meaningful way.

Compensation, Benefits and Employee Solutions

The competitiveness of compensation and benefits relative to comparable organizations as well as the ability to provide unique, creative and customized solutions to employees.

Diversity and Inclusion

Extent to which an organization is open and inclusive to people of differing human qualities, promotes a tolerant work environment, and considers multiculturalism to be a competitive advantage.

Employee Achievement and Recognition

Extent to which an organization recognizes and rewards individual employee achievements and outstanding performance by individuals, teams and as an organization.

Employee Education and Development

Extent to which an organization encourages, supports and creates a learning environment with the focus on career development.

Employee Enrichment, Engagement and Retention

Extent to which employees are meaningfully and personally connected to their work and their company that drives retention. As well as the extent to which a company understands and adapts to the individual needs of their employees by looking at the employee as a whole, not just the work environment.

Recruitment, Selection and Orientation

The extent to which employees are recruited using multiple methods and systematic process to select the best fit for culture and performance while ensuring a quality on-boarding orientation experience.

Strategic Company Performance

The extent to which the human resources team collaborates to drive company performance with c-suite executives in a proactive and meaningful way.

Work-Life Balance

Extent to which the organization and its management recognize the need for personal balance as an employee by implementing programs to accommodate such needs.

The Best of the Best Small Business

The Best of the Best Medium Business

The Best of the Best Large Business

CONFERENCE AGENDA

8:30 a.m. **Registration**

9:00 a.m. **Breakfast Served**

9:20 a.m. **Welcome and Kickoff**

9:30 a.m. **The Best and Brightest discuss Recruitment and Retention**

Key leaders in Dallas will share their knowledge on Recruiting and Retaining top talent that have helped take them to the next level.

Moderator: *Keri Jolly, CHRO, Hanger Inc.*

Speakers: *Will Hayes, Vice President, IDR*

Amy Meyer, Chief People Officer, AppFolio, Inc.

10:00 a.m. **Intermission**

10:15 a.m. **Keynote Presentation:**

Conscious Culture: Inspiring Uncommon Success

Today's leaders are hungry for creating and sustaining meaningful and intentional cultures that connect with and engage employees, customers and their communities while concurrently realizing great business results and uncommon success.

Adrienne Court

Chief HR Officer

Alkami Technology

10:45 a.m. **Intermission**

11:00 a.m. **Best and Brightest Winner Celebration**

Elite Award Presentations

Best of the Best Small Business

Best of the Best Large Business

Emcee: *Brooke Newton,*

VP of Marketing, Platinum Dermatology Partners

11:45 a.m. **Conclusion**

SPEAKERS:

The Best and Brightest discuss Recruitment and Retention



Will Hayes
Vice President, IDR

Will's career at IDR cultivated in January, 2008 in the Nashville branch as an IT Recruiter. His next two years were spent as an Account Manager growing IDR's local portfolio and in June of 2010, he gathered his belongings, moved to Texas and rose to the rank of Vice President of our Dallas office.

He is passionate in helping young leaders learn the IT staffing business and believes in his mission to always encourage others to be their best. Will has a commitment to creating a positive and successful culture for all those around him.

Will graduated from the University of Tennessee with a Bachelor's in Business Administration with a major in International Business.



Amy Meyer
Chief People Officer at AppFolio, Inc.

Amy is an award-winning people leader with 20+ years of experience cultivating culture across some of tech's fastest-growing companies on California's central coast.

As Chief People Officer for AppFolio, Inc. Amy leads AppFolio's human resources functions, partnering with leaders throughout the organization to attract, develop and retain the right people for our growing company across 5 national offices.

Amy's inclusive culture programs resulted in AppFolio's recognition by Forbes in 2018 and 2019 as a Best Place to Work for Diversity and Best Place to Work for Women. A highly-acclaimed people leader, Amy has been honored on the Top 50 Women in Business on California's Central Coast List. With a passion for helping women across all different fields develop their leadership skills, Amy is an advisor to several smaller businesses, as well as a mentor to a number of emerging women leaders.

Amy earned a B.S. in Bio-Psychology from the University of California, Santa Barbara and completed the Advanced Human Resources Executive Program at the University of Michigan, Ross School of Business.

KEYNOTE SPEAKER:

Conscious Culture: Inspiring Uncommon Success



Adrienne Court
Chief HR Officer, Alkami Technology

Adrienne Court is currently the Chief HR Officer with Alkami, a cloud-based digital banking (online and mobile apps) for Credit Unions and Banks with over 7M users on its platform. Founded 10 years ago with headquarters in Plano, Alkami is one of the fastest growing software companies in Texas and among the fastest growing privately held technology companies in the U.S. (Inc 500 fast growing three consecutive years), and has received numerous accolades for the investment in technology, people and culture. Alkami credits much of its growth and success to its intentional focus on their culture.

Prior to Alkaim, Adrienne has worked within a variety of successful organizations, including some of the fastest growth startups and businesses with extensive global reach. Adrienne has served on multiple professional advisory and non-profit boards, including as an advisory board member for Southern Methodist University for five years focusing on the future of human resources. For nearly three decades, she has been instrumental in creating, defining and cultivating successful and differentiated cultures and employer brands.

She, and the organizations she has worked with, have been recognized by peers and the professional community for the significant and meaningful contributions made, including numerous best places to work awards, fastest growing companies recognitions and as a top human resources professional. She co-authored the bestselling book (#1 Amazon selling book in Women Writers day of release), *Bravely She Flies, Sharing Stories of Resilience* (2017), and is currently co-writing, *CONSCIOUS CULTURE: Think, Act, Connect to Inspire Uncommon Business Success*. She is regularly sought after for speaking engagements and guidance on creating differentiated cultures to result in business success.

COMMUNITY CORNER



RISE Adaptive Sports provides a variety of Free Adaptive Sports Programs year round for persons of all ages and levels of physical disabilities.



Genesis Women's Shelter provides safety, shelter, and support for women and children who have experienced domestic violence, and to raise awareness regarding its cause, prevalence, and impact.

Best & Brightest Peer Groups!

An Exceptional Educational Opportunity to Learn from Peers

Peer groups for human resources professionals at Best and Brightest companies are educational opportunities in a number of regions. The peer groups are meeting monthly for about 90 minutes and discussing employment regulations, compliance, workplace issues, and engagement best practices among other topics.

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PAUL DAVIS
(469) 287-3982
paul.davis@clarkhillstrasburger.com



M. CHERYL KIRBY
(210) 250-6131
cheryl.kirby@clarkhillstrasburger.com



MARK A. MCNITZKY
(210) 250-6045
mmcnitzky@clarkhill.com



KIMBERLY S. MOORE
(469) 287-3922
kim.moore@clarkhillstrasburger.com



BRAD OXFORD
(210) 250-6114
brad.oxford@clarkhillstrasburger.com



SONA RAMIREZ
(210) 250-6075
sona.ramirez@clarkhillstrasburger.com



JANA H. WOELFEL
(713) 951-5691
jana.woelfel@clarkhillstrasburger.com

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NATIONAL
BEST & BRIGHTEST
ILLUMINATE
SUMMIT

MARK YOUR CALENDAR FOR SPRING 2021 • DALLAS, TX

We are happy to announce that our annual National Best and Brightest Illuminate Summit will be hosted in the spring of 2021 in Dallas, Texas. During this conference, Best and Brightest winners from across the country will be able to learn, connect, and celebrate together with top educational speakers and entertainment. All 2020 Best and Brightest National Winners will also be recognized and honored on the national stage with a beautiful crystal at Illuminate. Please ensure you mark your calendar!

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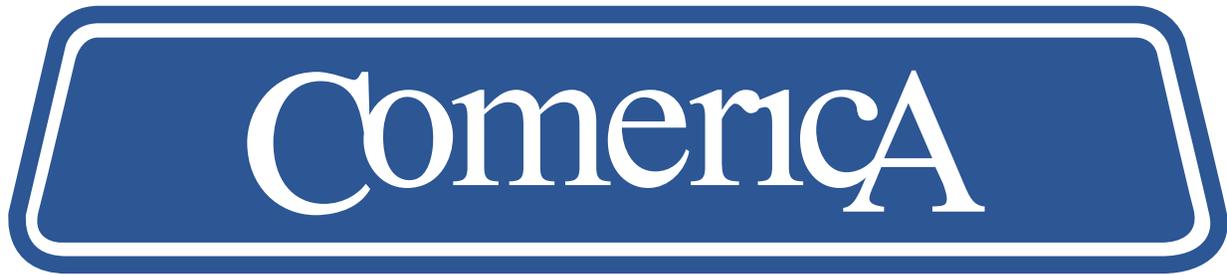
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