

FOR IMMEDIATE RELEASE

Baird Holm and ICAN Announce the “Best Places to Work for the Advancement of Women” Award

OMAHA, Neb. (November 12, 2009) -- Baird Holm LLP and the Institute for Career Advancement Needs (ICAN) would like to announce an annual award recognizing a local company that promotes the advancement for women in the workplace. “Companies that go above and beyond to provide advancement opportunities for their deserving women employees need to be rewarded for those efforts,” said Jacqueline Pueppke, an attorney with Baird Holm LLP.

Women in Nebraska rank third in the United States for work force participation, with over 67% of women participating. However, Nebraska women rank 49th in the U.S. for those in managerial and professional positions. Nebraska has an educated workforce of women with high overall participation but apparently minimal opportunity for advancement. It is the expectation that introducing an award of this nature will raise awareness of these issues in the Omaha business community.

The award is a reflection of growing concerns about the lack of advancement opportunities for women in the workplace in Nebraska. Although other awards exist in the community to promote the advancement of women, Baird Holm and ICAN wanted to recognize the efforts of an entire organization as opposed to an individual. The “Best Places to Work for the Advancement of Women” award will hopefully set the bar higher for the advancement of women by local companies.

ICAN Executive Director Mary Prefontaine hopes the establishment of this award will start a new trend among Nebraska businesses. “It is very important that awareness is brought to the lack of advancement opportunities for women in this state. Acknowledging those businesses who make diverse leadership a priority will hopefully encourage other companies to do the same,” said Prefontaine.

The Best Places Initiative is an annual survey that provides an opportunity for employers to learn more about the engagement and satisfaction of their employees and gauge their perception of opportunities for advancement through an online employee survey. The survey, conducted by Right Management, collects information based on ten different themes and determines the top five winners in each company category. The newly created Advancement for Women award will be presented at the 2010 ICAN Women’s Leadership Conference on April 7th in Omaha and the Best Places to Work winners will continue to be recognized at a luncheon event during the annual Baird Holm Labor Forum.

“This initiative allows employers to examine ways to create a better workplace for their employees and, in turn, helps the employees to be more productive and effective on the job,” said Best Places to Work founder and Baird Holm attorney Scott S. Moore.

Baird Holm LLP is a multi-service law firm with 76 attorneys providing results-oriented counsel for

corporate, institutional, governmental and individual clients. Baird Holm is the exclusive member firm for Nebraska of Lex Mundi, the world's leading association of independent law firms.

Contact:

Mary Prefontaine, Executive Director, Institute for Career Advancement Needs (ICAN),
mprefontaine@icanorg.com, (402) 392-0746; Katie Cummins, Marketing Communications Specialist,
Baird Holm LLP, kcummins@bairdholm.com, (402) 636-8316

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