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**LUTHERAN JAMESTOWN TO LAUNCH AWARDCO EMPLOYEE RECOGNITION PLATFORM**  
*Bringing Back Workforce Engagement and Recognition Program*

Lutheran Jamestown is launching a new workforce engagement and recognition platform, Awardco, to reenergize the employee camaraderie and team culture that was impacted throughout the stress of the COVID-19 years. Awardco is nationally-recognized for providing customized value-driven recognition and reward incentives helping to build a thriving workplace culture. It is the only employee platform to partner with Amazon Business to offer the power of Amazon for any size organization's incentive programs.

“During the pandemic our organization was laser focused on the health and safety of our residents and employees. The cultural feel good stuff fell by the wayside,” said Lutheran-Jamestown CEO Tom Holt. “Today, we are committed to bringing back the positive, energetic working and living environment that is Lutheran.”

Research shows that daily recognition contributes to the overall engagement, morale and loyalty of the workforce. Recognition helps employees see that their company values them, and their contributions and hard work aid in the success of their team and the company overall. Specific points include:

- Leads to increased workplace productivity, efficiency, and quality of work.
- Keeps companies productive during difficult times as opposed to a demotivated workforce.
- Helps attract and retain top talent. Positive work environments and happy employees are a great hiring asset.
- Helps reduce business costs reducing absences, workplace stress, and accidents, resulting in less paid time off.

Awardco is rooted in employee recognition and rewards, starting back when trophies and championship rings were all the rage. In its evolution, technology and partnerships with large organizations such as Amazon, have allowed the platform to make it easy to make employees happy and build team trust.

Lutheran’s program tracks employee service milestones generating point rewards for longevity and building productivity accomplishments. On launch date, the recognition will begin by backdating the traditional “Service Awards” by awarding points to those employees who met a significant year of service between 2021, 2022, and into the first half of the year of 2023.

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Awardco also works as a social media platform for the employees of the Lutheran campus, allowing messages to be sent to peers in their divisions and others throughout the organization. On service dates, employees can create photo memory books to rebuild the sense of comradery and unity. These frequent affirmations help employees feel appreciated for showing up every day to get the hard work done, while allowing others to see and recognize their individual accomplishments.

Listed are the values that have been identified by Lutheran as top performance characteristics for reward and recognition.

- **Collaboration**- Working with co-workers, working with different departments, and achieving a common goal by putting great minds together to solve problems and achieve solutions.
- **Communication**- Goes hand and hand with collaboration. Being able to communicate through various modes. Email, phone conversations, in writing, and in person to get your message across clearly and professionally. A lot of solutions can come from effective communication.
- **Compassion**- Having compassion for our residents, our children, and all of our service users is at the heart of our business. Having compassion for your co-workers is also important because we never can truly know what goes on in the personal life of others. We are a service industry and this is important no matter what division you work in.
- **Dignity**- Allowing our service users, co-workers, and the overall business to thrive with honor and respect.

“We are a new post Covid culture. Having a happy, energetic team makes that happen every day,” said Holt. “Our people are the foundation of our mission and commitment to the residents who entrust us with their life care. We need to be at our best to give them their best.”

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