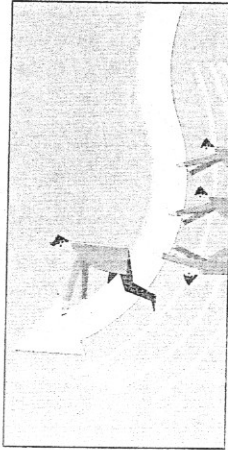


# Motivate to retain talent



**Recognizing the great work of employees is time well spent.** It ensures workers know their contributions are appreciated. It helps them feel motivated and productive, and it increases retention. But are all employees getting the recognition they deserve?

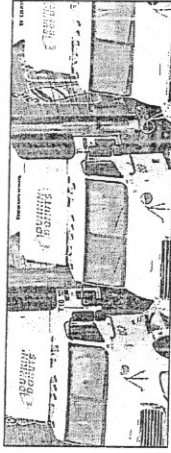
A new Accountemps survey finds 65 percent of CFOs thank their staff often enough when they do a good job on an assignment or project. However, CFOs at smaller firms were more likely than their peers at large companies to say they praise staff adequately: 69 percent versus 34 percent.

Showing appreciation for your staff's efforts sounds basic, but it's a fundamental element of motivation. Top performers thrive on being recognized for excellent work and they will remain loyal and productive if their manager honors their achievements.

Accountemps offers five motivation tips for managers:

- 1. Give timely praise**  
 When employees go above and beyond the call of duty, the sooner you recognize the achievement the greater the impact your action will have.
- 2. Make it count**  
 Ask employees what type of acknowledgment, besides cash, they find most satisfying to ensure your recognition program remains relevant to them.
- 3. Scale recognition**  
 A heartfelt 'thank you' may be enough for smaller accomplishments, but truly outstanding performance should be acknowledged more ceremoniously.
- 4. Take note**  
 Track employee achievements so you can highlight them during feedback sessions and performance reviews.
- 4. Set culture**  
 Support a corporate culture that encourages all members of your team to commend each other openly for a job well done.

# National DCP to open Gwinnett HQ, add jobs



**National DCP, LLC (NDCP)**, the exclusive purchasing and distribution entity for Dunkin' Donuts restaurants, will open its new Gwinnett corporate office in August 2013. This member-owned sourcing, purchasing and distribution cooperative will create more than 125 full-time administrative functions in Duluth.

"After the successful merger of five different operating companies across the U.S. in 2012, we are opening this new office to better serve our customers, the Dunkin' Donuts franchisees," says CEO Scott Carter, NDCP. "Dunkin' Donuts has announced its plans to double in size with significant growth occurring primarily in the South, Southwest and West. In support of the rapidly expanding Dunkin' chain, we decided that the Company's headquarters needed to be located in a more geographically central location, and after a great deal

of study, we chose Gwinnett County, metro Atlanta."

Leo Taylor, NDCP chief administration officer explains, "This Gwinnett County location was chosen after researching multiple communities and sites. Gwinnett Economic Development and the state of Georgia have been extremely helpful in providing relocation assistance, resources and training."

Approximately half of the 135 administrative personnel that currently work in NDCP's corporate offices, in Bellingham, Ma., will be given the opportunity to relocate to Gwinnett County or remain locally. The more than 1,100 NDCP employees, including those who work on the operations side of the 35 distribution centers and hubs across the country, will not be affected by the move, as they will continue to play a key role in the distribution of products to Dunkin' Donuts restaurants nationwide.

View employment opportunities for the NDCP Duluth location by clicking on the 'career' tab at [www.nationaldcp.com](http://www.nationaldcp.com).