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SWPP Announces Sandra McFatridge as 2005 Workforce Management Professional of the Year

NASHVILLE, TENNESSEE – April 6, 2005 – The Society of Workforce Planning Professionals (SWPP) today announced Sandra McFatridge of Hilton Reservations Worldwide (HRW) as recipient of the 2005 Workforce Management Professional of the Year Award, which recognizes a workforce management professional who has shown outstanding leadership in the industry.

“We are so pleased to recognize Sandra with this distinguished award,” said Vicki Herrell, SWPP Executive Director. “Her workforce management knowledge, coupled with her excellent leadership and communication skills, have helped her achieve great results for her organization. She is truly a wonderful representative of workforce management professionals around the world. ”

“Sandra’s a leader who has guided our operation through a significant evolution of both technology and processes, an analytical thinker who’s been able to address problems from the 30,000 foot level down to the most minute detail, and a relationship-builder who has fostered cooperation and support at every step of the way,” said Carl Pollack, Hilton’s Director of Operations. “In fact, her efforts have been so successful that HRW has been able to save an estimated one million dollars annually in workforce staffing costs.”

When Sandra was brought on board as Manager, Forecasting and Planning in 2002, a number of significant challenges were laid before her: improve forecasting accuracy, reduce overstaffing, and match the best agent to each and every caller in a highly complex, multi-site, multi-skill contact center environment. And do it all while maintaining the excellent level of customer service for which Hilton is known.

The improvement initiative started with four components, including upgrading Hilton's existing workforce management system to meet the multi-skill demands of the company. Sandra took the reins of this project and sold the benefits to management, then laid out a systematic approach to bringing all five sites on board. She began centrally, collaborating with a four-person team at headquarters in Dallas, and then brought the regional office managers on board, making sure they had the needed support to get the job done. Every step of the way, she made herself available to answer questions and ensure that everyone involved had the resources available to get the job done. Sandra also did a great job of getting everyone's buy-in, making sure that each involved felt supported and that they had a stake in the process.

Within only a few short months of the completion of the upgrade, the company started to see results, and soon was posting the best operations results ever. By the end of 2002, the company was posting some of its best operations results ever. In 2003, HRW exceeded all key staffing and financial goals, and did it with a 10% reduction in staff.

According to Pollack, Sandra has been able to deliver on this challenge because of her ability to manage change across five regional contact center sites handling 25 million calls a year, the technical know-how to oversee a multi-site workforce management software upgrade, and the poise to communicate effectively at all levels of the organization.

The other four finalists for the award include: Thomas Cunningham of NOVA Information Systems, Chantal Gagné of Bell Canada, Teresa Haze of American Express, and Nelson Hermenegildo of EquiServe. The SWPP Board of Advisors selected the five finalists from nominations submitted on the SWPP website. The finalists and the winner were recognized at the 2005 SWPP Annual Conference at the Opryland Hotel in Nashville, TN.

About SWPP

The Society of Workforce Planning Professionals (SWPP) is an organization devoted to facilitating education and networking opportunities among workforce planners across all industries. Membership in SWPP is available to all workforce planning professionals and

other interested parties from consulting and vendor organizations. Both individual memberships and corporate membership options are available, with full benefits and costs outlined on the organization's website at www.swpp.org.

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