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SWPP Announces Jennifer Behrens as 2006 Workforce Management Professional of the Year

NASHVILLE, TENNESSEE – April 3, 2006 – The Society of Workforce Planning Professionals (SWPP) today announces Jennifer Behrens of Thrivent Financial for Lutherans as the 2006 Workforce Management Professional of the Year, an award that recognizes a workforce management professional who has shown outstanding leadership in the industry.

“We are so pleased to recognize Jennifer with this distinguished award,” said Vicki Herrell, SWPP Executive Director. “Jennifer embodies the true spirit of a workforce management professional. Her enthusiasm for her profession, along with her extensive knowledge and superb skills, makes her truly worthy of this title.”

“I couldn't be more pleased that Jennifer has received this award and honor,” said Lynn Ziesemer, Director of FSO Training and CIC Support at Thrivent Financial. “Her skills and expertise have been perfected through hard work and commitment. What really stands out and raises her up in this industry is her passion and self-motivation for the work she does.”

Jennifer Behrens is an Advanced Business Process Analyst and senior member of the Workforce Management team at Thrivent Financial for Lutherans, a not-for-profit Fortune 500 financial services organization located in Appleton, Wisconsin. She has spent 12 years in the call center industry, with eight years in workforce management roles. Jennifer's work supports about 250 Customer Service Professionals in multiple centers. She specializes in overseeing communications regarding self-service channels, leading change management efforts and introducing new call center technology, along with traditional workforce management efforts related to forecasting and scheduling.

Jennifer has been a pro-active advocate of best practices in workforce management at Thrivent Financial and the customer service industry. She shares her knowledge with other workforce management professionals in the industry by networking, sharing ideas for publication, and presenting at national conferences.

Jennifer has worked with upper management in her organization to change workforce management practices in the customer service areas to improve organizational behaviors and outcomes. Some significant accomplishments Jennifer has made to workforce management include: a corporate retention study of Customer Service Center employees; partnership with other areas of the organization to promote best practices, resulting in improved communication for workforce planning; as well as setting up shrinkage models and improved service level metrics used to track daily, monthly and annual goals.

Jennifer prepared and offered national seminars on shrinkage; submitted several tips and articles for SWPP publication; researched workforce management systems to accommodate the changing needs of her organization's call centers and skill set complexities; and is involved with a corporate Portal project which will achieve efficiencies, moving from multiple applications after a corporate merger to a single desk top application in our Customer Service Centers.

“One of Jennifer's strengths is her passion for improvement in workforce management practices that promote improved processes in our Customer Service Center,” said Cheryl Paholke, WFM Business Process Analyst at Thrivent. “She does the preparation to take ideas to upper management and receive their buy-in, and then proceeds to work on project goals as they are implemented. Jennifer's strong leadership and knowledge of workforce management industry practices and best practices enable her to build trust and confidence for our organization to change and improve workforce management practices. She continues to network and look for opportunities to share that knowledge and expertise with others outside of our organization.”

The winner was chosen by the SWPP Board of Advisors and announced at the 2006 SWPP Annual Conference, which was held March 15-17 at the Opryland Hotel in Nashville, TN. The other finalists for the award include Phoebe Araujo of Expedia, Inc., Aaron Jacobs of VW Credit, Kristel Lord of Accenture Business Services for Utilities, and Christopher Matt of Penske Truck Leasing. The SWPP Board of Advisors selected the five finalists from nominations submitted on the SWPP website.

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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