



# Click and Connect

## Chapters Promote NPW Online

BY ANNA HILTON

**T**he online Survey Promotion Contest motivated individuals and groups to increase National Payroll Week awareness by encouraging workers to take the NPW online survey, "Getting Paid In America," on the official NPW Web site ([www.nationalpayrollweek.com](http://www.nationalpayrollweek.com)). Any participant who took the survey was entered for a chance to win a free paycheck and a trip to Las Vegas, NV. (See "NPW Winner Plans to Test Winning Streak" story on page 49.)

Chapter members promoted the online survey in their workplace and in their communities, at colleges, universities, government offices, military installations, and through neighbors, church groups, friends, etc. Entries were judged on creativity, perseverance in getting the word out on the NPW survey, and professional pride.

### The Winners

**First Place** winner, **Mary Kazmierczak, CPP**, promoted

**Winners of the  
Online Survey Promotion Contest:**

**First Place – Mary Kazmierczak, CPP,  
ADP – Chicago Region**

**Second Place – Southeastern Pennsylvania  
Chapter (Submitted by  
Alicia Milligan, CPP)**

**Third Place – Lehigh Valley Chapter (Submitted  
by Marilyn Phipps, CPP, and  
Bruce Phipps, CPP)**

**Honorable Mention – Joann McCarty, CPP, PHR,  
Quality Payroll Systems,  
New York**

the online survey and NPW extensively within her community and company. Beginning in June, Mary placed magnetic signs on her car advertising both the NPW survey and the chance to win a free paycheck and trip to Las Vegas, NV. Mary had several commuters honking and giving her the "thumbs-up" as they pointed to the sign on her car. Mary e-mailed coworkers and designed her own signs for bulletin boards throughout her office and satellite locations. Along with mentioning the survey in conversations with acquaintances and strangers, she posted flyers in local businesses with the survey Web address. In her requests for NPW proclamations, and in letters to various newspapers, radio, and television stations, she included the flyer promoting the survey.



Mary Kazmierczak, CPP, travels through Chicago neighborhoods in her family SUV promoting the NPW online survey. Her ingenuity in promoting the survey took first place in the promotion contest.

The **Southeastern Pennsylvania Chapter** won **Second Place** for its promotion of the survey to its members, coworkers, and the general public. The chapter mailed postcards to 200 of the largest employers in their area, encouraging them to promote the online survey in their offices. An e-mail request

was also sent to Google asking them to include the logo with a link to the NPW survey for the Google home page. The chapter had NPW advertised on a local Web site and passed out magnetic flashing pins for members to wear during NPW as well.

**Third Place** was awarded to the members of the **Lehigh Valley Chapter**. Two of the members displayed “National Payroll Week” across the windshields of their Corvettes. These Corvettes were part of “Cruise Nights” in the Lehigh Valley area, Corvettes at Carlisle, and were driven to work during National Payroll Week. Flyers promoting the NPW survey were also posted in local grocery stores, restaurants, and businesses, and were handed out at Corvettes at Carlisle.

**Joann McCarty, CPP**, earned an **Honorable Mention** with her community and companywide promotion of the online survey. Joann posted flyers with the survey Web address on tear-off tabs, in local supermarkets, and at childcare centers. Joann also distributed these flyers to colleagues and chapter members at an APA Chapter Bowl-a-Thon celebrating NPW. E-mails were sent to her colleagues and friends, both in state and out-of-state, reminding them of the survey and the opportunity to win a free paycheck and trip for two to Las Vegas, NV.



The NPW automobile theme was popular this year. The Lehigh Valley Chapter used this sleek Corvette to promote NPW at several events, including “Corvettes at Carlisle,” the largest Corvette event held in the United States. The Lehigh Valley Chapter won third place for their promotion of NPW’s online survey.

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