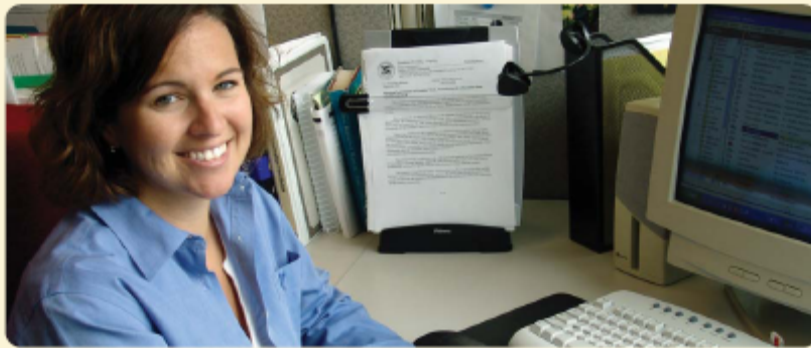


## Population Boom Equates to Larger Public Workforce



Tara Oventon, Loudoun County Compliance Officer, ADA and HIPAA, teleworks from her home in West Virginia two days a week.

### Telework Helps Ease Growing Pains in Two Virginia Counties

As Virginia's suburban counties continue to accommodate throngs of new citizens, local governments are looking for innovative ways to attract and retain county employees. Telework is one of those innovations working for Fairfax and Loudoun Counties in Northern Virginia.

Both counties are expansive, spreading across hundreds of square miles. Each has thousands of employees, yet more than half of those employees do not live in the counties where they work. Workers are commuting not just from nearby areas, but also from as far as Pennsylvania, West Virginia, and Delaware. Telework is a perfect fit for this workforce.

That is why, in January of this year, Loudoun County hired Diane O'Grady to be its Telework Coordinator. She says the county leaders' interest

in telework is three-fold. First, they hope to ease traffic congestion. Second, there is a belief that a happier workforce is a more productive workforce – and telework options enable a better work-life balance. And, third, they are hoping that telework can help with the growing demand for office space and Improved Continuity of Operations (COOP) efforts.

Cathy Chianese, Assistant to the Fairfax County Executive, echoes the importance of senior-level advocacy in pushing the telework agenda. "Our most important advocate is the Chair of the Board of Supervisors, Gerry Connolly," she says. "He challenged each department to ramp up telework participation and made sure managers understood its importance."

"We are hiring 200 new employees each year, so space is at a premium," says Loudoun County's

O'Grady. Today, six percent of employees take part in the telework program, and O'Grady has a focused marketing effort to recruit more. She recently implemented a new Internet portal that provides one-stop shopping for managers and employees interested in telework information. She also hosts brownbag lunch sessions, hangs posters everywhere, and contributes to the quarterly newsletter for county employees. Chianese, in the same vein, has senior executives recognize and reward managers who reach telework goals in various creative categories (greatest increase in teleworking, teleworker working farthest from the office, etc.).

O'Grady has been able to break through management resistance to telework by allowing for trial periods. While the average teleworker is

CONTINUED ON PAGE SEVEN

*The Teleworker* is a bi-monthly newspaper, reporting exclusively on Federal telework. Produced by Telework Exchange, *The Teleworker* focuses its issues on telework barriers, best practices in public and private sectors, as well as profiles from key telework proponents.

**Frequency:** Six issues per year

### About Telework Exchange:

Telework Exchange is a public-private partnership focused on demonstrating the tangible value of telework and serving the emerging educational and communication requirements of the Federal teleworker community. The organization facilitates communication among Federal teleworkers, telework managers, and IT professionals. For more information on Telework Exchange, please visit [www.teleworkexchange.com](http://www.teleworkexchange.com).

### Table of Contents:

|                                   |   |
|-----------------------------------|---|
| Market Overview                   | 2 |
| <i>The Teleworker</i> in Print    | 3 |
| <i>The Teleworker</i> Online      | 4 |
| Editorial Calendar                | 5 |
| Sponsorship and Advertising Rates | 6 |
| Advertising Specifications        | 8 |
| Web Site Advertising              | 9 |

# Market Overview

Public Law (PL) 106-346 section (§) 359 of October 23, 2000 states that each executive agency must establish a telework policy so that eligible employees can telework, yet maintain performance standards. The law states that within six months, the mandates should be applied to 25 percent of the Federal workforce, and an additional 25 percent each year thereafter. In addition, each agency must establish a telework coordinator.

Based upon this statute, all Federal agencies are required to have telework policies in place for 100 percent of the eligible Federal workforce by 2005. While all agencies have policies, these vary from agency to agency and measurement remains challenging.

The fiscal 2006 Science, State, Justice and Commerce appropriations bill would withhold \$5M from the budgets of the agencies noted above, as well as National Aeronautics and Space Administration (NASA) and the National Science Foundation (NSF), if the agencies do not certify that telecommuting opportunities have increased over fiscal 2005 levels.

In June 2006, the President implemented the National Strategy for Pandemic Influenza that specifically calls out telework as a critical component to planning. Telework is moving to the forefront as a standard operating procedure for the Federal government. Furthermore, the government is facing critical recruitment and retention issues. While Baby Boomers are retiring, Generation Y is entering the market and demanding work/life balance. Telework benefits include:

## Employee Benefits:

- Reduced time in commuter traffic
- Flexibility to manage work/life balance
- Ability to focus on complex tasks without unnecessary interruption

## Federal Agency Benefits:

- Business Continuity – standard operations, inclement weather, etc.
- Business Continuity – critical case, homeland security, pandemic planning
- Personnel recruitment and retention

## Regional Benefits:

- Reduced traffic on congested roads
- Reduced wear and tear on all transportation models
- Reduced pollution

## The Average Federal Employee:

- Spends an average of \$10,580 a year to commute five days a week
- Disperses 8 tons of pollutants each year
- Spends 245 hours commuting each year
- Spends more time commuting than on vacation

# The Teleworker in Print

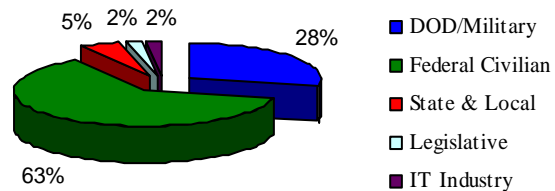
**The Teleworker print edition is distributed to 8,000 Federal government employees through:**

- Affiliate and Associate Members
- Commuter Connection stores
- Federal agency telework coordinators
- State and local agencies and government authorities
- Washington area telework centers
- Washington area metro sites
- Various upcoming telework events and briefings

## Sample Federal Agency Breakdown:

- Department of Agriculture
- Department of Commerce
- Department of Defense
- Department of Education
- Department of Energy
- Department of Homeland Security
- Department of Housing and Urban Development
- Department of Justice
- Department of State
- Department of Transportation
- Department of Treasury
- Department of Veterans Affairs
- General Services Administration (GSA)
- Office of Personnel Management
- Patent and Trademark Office
- NASA
- Treasury Inspector General for Tax Administration

Circulation



## Special Distribution:

Telework Exchange will distribute *The Teleworker* at the following events in 2007:

- Telework Exchange Town Hall Meetings
- Mid-Atlantic Telework Advisory Council (MATAC) Meetings
- GSA Earth Day Celebration
- Environmental Protection Agency Telework Seminar
- NBC4 Connected Expo
- Federal Agency Telework Seminars
- Department of Transportation Commuter Expo

# The Teleworker Online

**The Teleworker** online edition is distributed to approximately 27,000 Federal employees through the following channels and listservs:

- Federal agency listservs
- GSA listservs
- State and local agency listservs
- Telework affiliates' listservs
- Telework coordinators' listservs
- Telework Exchange listservs and registrants

## THE TELEWORKER

*The Teleworker, November Issue*

November 15, 2006

The November issue of *The Teleworker* is now available. Visit [Telework Exchange](#) to read the full issue.

Following are the highlights of the new issue of *The Teleworker*. To read the full articles, follow the corresponding links below, or [view online](#).

### [Population Boom Equates to Larger Public Workforce](#)

As Virginia's suburban counties continue to accommodate throngs of new citizens, local governments are looking for innovative ways to attract and retain county employees.

### [Telework Centers Help to Cure the Telework Aches](#)



### Telework and Management Survey

Telework Exchange is interested in your thoughts on telework, prevailing management attitudes, and challenges/opportunities in the road forward.

In recognition of your participation, you will be entered into a drawing to win one of

## 2007 Editorial Calendar

|  | January  | April  | June   | August  | October   | December   |
|--|--|--|--|---|---|--|
| <b>Issue Focus</b>                                   | Security   | IT Support   | Broadband Wireless   | Video and Web Collaboration   | Office Supply   | PDAs   |
| <b>Tele-Vision: Telework Profiles and Commentary</b> | <p><i>Outlook: Telework in 2007</i><br/>Byline by Gil Gordon</p> <p>Agency Profile: DoD Perspective [DISA Approach]</p> <p>United States Department of Agriculture [Three Agency Profiles]</p> <p>Virginia's Telework Pledge</p> | <p>Telework and Management Survey</p> <p>Federal Managers Association Profile</p> <p>OPM's Telework Report</p> <p>City Profile</p> | Profile Section: Federal Agency Profile                        | <p>Profile Section: Federal Agency Profile</p> <p><i>Gridlock:</i> Texas Transportation Institute: 2007 Urban Mobility Study – Where's the worst traffic?</p> | <p>Profile Section: Federal Agency Profile</p> <p>Stocking up for Your Telework/Home Office</p> | CIO Focus: How do CIOs view the issues?                                    |
| <b>Critical Connections</b>                          | Telework Security – Practical Strategies   | <p>IT to Enable Telework</p> <p>Continuity of Operations</p>   | No More Dial-Up – I NEED Broadband                             | Video and Web Collaboration – Virtual Meetings are the Future   |   | Latest in PDAs and Converged Mobile Devices                                |
| <b>Telework Drive-Thu</b>                            | The Latest News on Telework  | The Latest News on Telework  | The Latest News on Telework                                    | The Latest News on Telework   | The Latest News on Telework   | The Latest News on Telework  |
| <b>Tool and Tips</b>                                 | <p>Beating the Holiday Blues</p> <p>Remote Security</p>  | <p>Support Earth Day -- Telework is Green</p> <p>NIH Automates Telework Applications</p>   | Teleworkers' Exercise Physical Challenge                       | Managing Teleworkers – What Works Best  | Pushing Telework – How to Get and Keep Management Support                                       | A Look Back and a Look Forward   |
| <b>On the Hill</b>                                   | The Latest News and Profiles from Capitol Hill   | The Latest News and Profiles from Capitol Hill   | The Latest News and Profiles from Capitol Hill                 | The Latest News and Profiles from Capitol Hill  | The Latest News and Profiles from Capitol Hill  | The Latest News and Profiles from Capitol Hill 1                           |
| <b>Big Picture</b>                                   | Tax: What to Watch When Writing Off Your Home Office   | COOP Lessons Learned -- Government Agency Observations   | How are Federal Agency Managers Working with Remote Employees? |   | Preview: Town Hall Meeting  | <p>Telework Exchange Town Hall Meeting recap</p> <p>Tele-Vision Awards</p> |

# Sponsorship Opportunities and Advertising Rates

## Associate Membership:

One (1) year: \$5,000

Two (2) years: \$9,000

## Print Advertising:

Print Advertising in *The Teleworker*. (Members receive 20 percent discount; Contact Telework Exchange to discuss frequency discounts)

Full Page (4-color): \$5,000

1/2 page (4-color): \$3,000

1/3 page (4-color): \$2,000

1/4 page (4-color): \$1,600

## Online Advertising:

Banner Advertisement on Telework Exchange Web Site:

Six-month rotation: \$1,300

12-month rotation: \$2,000

## Registrant List:

One (1) e-mail blast, through Telework Exchange, to government registrants: \$7,500  
(Members receive 20 percent discount)

**Collateral:**

Telework Exchange Bumper Stickers:

1,000 customized Telework Exchange 4-color bumper stickers with company logo: \$3,000

Telework Exchange T-Shirts:

Company logo printed on 250 pre-designed Telework Exchange t-shirts: \$3,750

**Education and Outreach:**

Telework-Related Webinar: \$15,000

Disruptive Program/Telework Exchange Study: \$40,000

Money Tree Sponsorship: \$5,000 (non-exclusive)

**Telework Exchange Awards Program:** (Members receive 20 percent discount)

2007 Tele-Vision Awards Sponsorship: \$3,500 (non-exclusive)

**Telework Exchange Town Hall Event Sponsorship:**

Principal Sponsorship: \$5,000 (non-exclusive)

Charter Sponsorship: \$15,000 (non-exclusive)

Signature Sponsorship: \$25,000 (non-exclusive)

# Advertising Specifications

## *The Teleworker.*

### **Full Page Advertisement:**

- Specs: 6.5 x 9.25, NO BLEED
- Software: Quark or InDesign collected with fonts and 4/C artwork (no spots); or hi-res (300ppi) 4/C PDF
- Resolution: 300ppi
- Color: B&W or 4/C
- Advertisement will appear in print and online version

### **1/2 Page Advertisement:**

- Specs: 1/2 page horizontal (6.5 x 4.375) or 1/2 page island (4.75 x 6.5), NO BLEED
- Software: Quark or InDesign collected with fonts and 4/C artwork (no spots); or hi-res (300ppi) 4/C PDF
- Resolution: 300ppi
- Color: B&W or 4/C
- Advertisement will appear in print and online version

### **1/3 Page Advertisement:**

- Horizontal specs: 6.5 x 3, NO BLEED
- Vertical specs: 2.125 x 9.75, NO BLEED
- Software: Quark or InDesign collected with fonts and 4/C artwork (no spots); or hi-res (300ppi) 4/C PDF
- Resolution: 300ppi
- Color: B&W or 4/C
- Advertisement will appear in print and online version

### **1/4 Page Advertisement:**

- Must be a horizontal advertisement
- Advertisement Size: 6.5 x 2.312, NO BLEED
- Software: Quark or InDesign collected with fonts and 4/C artwork (no spots); or hi-res (300ppi) 4/C PDF
- Advertisement will appear in print and online version

# Telework Exchange Web Site Advertising

## Banner Advertisements on the Telework Exchange Web Site:

**Leaderboard:** Banner advertisements must be 480 X 60 pixels at 72 dpi

**Skyscraper:** 125 X 125 pixels at 72 dpi for the skyscraper.

**If Using Flash:** The banner size is 750 pixels wide X 70 pixels high in order to fit within the design of the site. The file size must be under 50K. The flash file can have as many frames with unlimited repeating as long as the size is under 50K

Please forward .jpgs or .gifs only. We are able to track impressions and click-throughs for the online banner advertisement. If interested in using flash, please export the flash banner as a GIF file. However, we are not able to track flash banners.

## Advertising Contact:

Cindy Auten

(703) 883-9000 ext. 101

cauten@teleworkexchange.com