

**BEST**  
Workplaces  
for Commuters<sup>SM</sup>

# Keeping You In The Loop

January/February 2005



**WILEY**  
Publishers Since 1807

Wiley, a BWC, is Named by FORTUNE Magazine  
as One of the "100 Best  
Companies to Work For"

"We are honored that Wiley has been selected by FORTUNE magazine as one of the '100 Best Companies to Work For,'" said William J. Pesce, Wiley's President and CEO. "We recognize the contributions of our colleagues and support them in tangible ways—like offering flexible benefits to help balance the demands of their professional and personal lives."

While new to FORTUNE'S "100 Best Companies to Work For" list, Wiley has been recognized on several past occasions for its exceptional culture. A poll of CEOs by the Financial Times in 1998 named Wiley one of the "World's Most Respected Companies"; in 2003, Working Woman magazine called Wiley one of the "100 Best Companies for Working Mothers" for its commitment to providing work/life benefits; and in 2004, the U.S. Environmental Protection Agency placed Wiley on its list of "**Best Workplaces for Commuters<sup>SM</sup>**" for offering colleagues outstanding commuter benefits.

As a distinguished "**Best Workplaces for Commuters<sup>SM</sup>**" employer, John Wiley & Sons offers its employees transit pass subsidies, compressed work schedules, free shuttles from transit stations, telecommuting, secure bicycle parking, showers and lockers, an on-site exercise room, and a cafe.

## Additional BWCs that made FORTUNE'S "100 Best Companies to Work For" list

- |                                |                            |                                      |
|--------------------------------|----------------------------|--------------------------------------|
| - Adobe Systems                | - Discovery Communications | - Nordstrom                          |
| - American Century Investments | - FedEx                    | - Pfizer                             |
| - American Fidelity Assurance  | - Genentech                | - Recreational Equipment, Inc.       |
| - Booz Allen Hamilton          | - Guidant                  | - Roche Holdings                     |
| - Cisco Systems                | - Microsoft                | - St. Luke's Episcopal Health System |
| - Deloitte & Touche            | - Nordstrom                | - Texas Instruments                  |

## DID YOU KNOW?

**BWC** stocks **outperform** the S&P 500!

Over the period June 2001 - April 2004, the stock price performance of FORTUNE 500 companies that qualified as *Best Workplaces for Commuters<sup>SM</sup>* significantly outperformed the S&P 500 index. During that period, the stock prices of the BWC "index" rose 34% (a 10.8% annual rate of return) while the S&P lost 9.1% (-3.3% annual return).

## FACTOID

On average, an employer with 1,000 employees that qualifies for *Best Workplaces for Commuters<sup>SM</sup>* can take credit for reducing travel by over one million miles per year, saving over 50,000 gallons of gasoline per year, and cutting global warming emissions by more than 460 metric tons per year.

## GOOD IDEA



Newsletters can be used to keep employees informed about commuter benefits. Effective newsletters:

- Are short
- Include graphics to make it appealing
- Contain catchy and upbeat text
- Focus on a few topics
- Are easy and fast to read
- Don't overload the reader with information



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# Employer Spotlight

Welcome the 9 new BWC Employers added to the program  
in Dec. 2004 / Jan. 2005 -- 22,404 additional commuters covered nationwide

<u>Industry</u>	<u>BWC Employers</u>	<u>City</u>	<u>State</u>
Banking, Financial & Insurance	<b>American Express Financial Advisors</b>	Minneapolis	MN
Biotechnology	<b>Guidant Corporation/CRM Division</b>	St. Paul	MN
Computer & Office Equipment	<b>Ameritel Corporation</b>	Gaithersburg	MD
Entertainment & Hospitality	<b>Warner Brothers</b>	Burbank	CA
Government - City & County	<b>Minnesota Historical Society</b>	St. Paul	MN
Manufacturing	<b>Unitex / Shared Textile Services</b>	Monroe	NY
Media, Printing & Publishing	<b>Turner Broadcasting System, Inc.</b>	Atlanta	GA
Non-profit Organizations & Assoc.	<b>Jawonio</b>	New Hempstead	NY
Transportation Management	<b>Downtown Minneapolis TMO</b>	Minneapolis	MN

Total Employers: 1,126  
Total Employees: 2,077,995

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