

# First Steps Business Alliance

## MEMBERSHIP BENEFITS

As a First Steps Business Alliance member, you'll have direct access to a customized package of resources that recognizes your employees as your children's first and most important teachers:

### WORK-LIFE SEMINARS

Provide your employees with valuable family-focused seminars tailored to the needs and interests of your working parents. Lead by highly accredited instructors and parent educators, the seminars offer practical information that can be immediately applied to personal and professional life. Such well-known corporations as IBM, Wells Fargo, 3M, Traveler's, Securian, Target, and RSM McGladrey, have already offered many of these programs to their employees. Now, your company—regardless of its size or number of employees—can benefit from the same seminars being offered by these leading corporations.

As a First Steps Business Alliance member, you can participate in pre-planned seminars throughout the year or schedule personalized seminars that are convenient for your business. Seminars can be presented at the work site, online, to a group of businesses, and through coordination with the Rochester Area Chamber of Commerce.

### ONE-YEAR FREE SUBSCRIPTION TO *LIFE BALANCE DIGEST*

*Life Balance Digest* is an award-winning newsletter with a business membership circulation of over 75,000 that provides assistance and education on personal and family issues. Published electronically six times per year, you can choose to distribute it by email or by printing it out for your employees.

### WORK-LIFE TIP SHEETS

Your business will receive copying rights for 20 research-based tip sheets focused on specific work-life topics that can be photocopied or emailed to employees. Each sheet is available in English, Spanish, Somali, and Hmong.

### ONLINE RESOURCES

As a member of the First Steps Business Alliance, you'll have access to the Working Family Resource Center web site, which serves as a bountiful resource for anyone interested in family and work balance.

### K-READY APPEARANCES

K-Ready, the First Steps kangaroo, is available to attend your company-sponsored, family-oriented events. K-Ready provides fun for the kids as well as important school readiness information for the parents.

### BUSINESS ROUNDTABLES

Your business can join our First Steps Business Alliance Roundtable discussions held throughout the year. These discussions focus on family life and early childhood issues that affect your employees.

## For Maximum Results, Maximize Your Role

There are many ways you, as a local business leader, can make school readiness part of your workforce development or civic contribution. The following area businesses have already taken active leadership roles: IBM funded and implemented an early literacy curriculum for its employees; *Rochester Women* magazine features parent education topics in each issue; The Chamber of Commerce hosts workforce parent education seminars; and Mayo Clinic and Home Federal have both made financial commitments to the First Steps initiative.

You, too, can take a leadership role in area school readiness—the First Steps Business Alliance will work with you to make it happen.

Contact us at  
(507) 282-0203  
for more information.

