

NEWS RELEASE

Award-Winning Exhibit Designer Makes SHRM Debut

Mitchell Mauk puts appreciation in motion for O.C. Tanner

SALT LAKE CITY (July 14, 2008)— Famed exhibit designer Mitchell Mauk, the creator of award-winning projects for clients such as PlayStation, Volkswagon and McDonalds debuted a virtual 'appreciation stage' for industry leader O.C. Tanner at the National Society for Human Resource Managers conference in Chicago, June 22-24.

With 80 years in the recognition business, O.C.Tanner knows the impact of appreciating employees' great work. They partner with more than 6,500 clients to create impressive results using appreciation as a catalyst. As part of a new brand focus on appreciation, O.C. Tanner commissioned Mauk to create an environment where attendees at the 60th Annual SHRM Conference could get a sense for the amazing transformation that takes place when great work is appreciated.

According to O.C. Tanner Executive Vice President David Sturt, the company wanted the booth to generate the same kind of creativity and 'out of the box' ideas their appreciation programs do. The result is a one-of-a-kind "appreciateology" exhibit that included live presentations, a multi-media show, and a giant interactive sculpture that gave attendees the opportunity pull a large lever literally 'setting appreciation in motion.'

"We've all experienced the power and delight of being appreciated or recognized for our individual talents," said O.C. Tanner Executive Vice President David Sturt. "Our goal for the SHRM Conference was to demonstrate the creativity and energy that is generated in a work environment when great work is appreciated. We worked with Mitchell Mauk and General Graphics Exhibits to create a space that encourages conference attendees to experience that with us."

Mauk said the challenge for designing the space was to take an intangible but valuable concept like appreciation and envision it in a compelling way.

“This moving and interactive exhibit involves the conference guests in a ‘larger than life’ manner,” said Mauk. “Further, General Graphics Exhibits’ skill and flexibility really brought this cutting-edge booth to life. They did an extraordinary job to make the final exhibit better than we had imagined. In my 25 years of exhibit design, I’ve never seen anything like it.”



ABOUT O.C. TANNER

Headquartered in Salt Lake City, O.C. Tanner (www.octanner.com) is a \$380 million company that provides strategic solutions that help organizations appreciate and inspire great work. The company has worked with the majority of *Fortune's* "100 Best Companies to Work For", and many other successful companies to implement effective and meaningful employee appreciation. The company has offices throughout North America and with additional offices in Burlington, Ontario; London, United Kingdom; and Tokyo, Japan.

ABOUT MITCHELL MAUK

Mitchell Mauk is Principal of Mauk Design (www.maukdesign.com), which he founded in San Francisco in 1986. Mauk Design specializes in exhibit design and corporate communications, and puts special emphasis on the marketing integration of two and three dimensional images. Mitchell Mauk has won multiple gold and silver awards from the IDSA, SEG and other competitions, and was named Exhibit Designer of the Year by Exhibitor Magazine. Mauk is a graduate of Art Center College of Design in Pasadena. He began his career at Bass/Yeager Associates, followed by Designworks, the southern California industrial design firm owned by BMW. At Mark Anderson

Design in Palo Alto, he was Senior Art Director for 5-1/2 years and was involved in developing the graphic image of the early Apple computers, as well as corporate identity for Sun Microsystems, and Herman Miller's Office Pavilion.

ABOUT GENERAL GRAPHICS EXHIBITS

General Graphics Exhibits (www.gge.com) is a mid-size, value-oriented company based in San Francisco that **creates** exhibits for both trade shows and museums as well as permanent installations. Since 1961, GGE has served the convention, museum and creative markets with unprecedented attention to detail and to customers' needs.

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