

Pinnacle Award for Business Development Nomination

1. Award Questions

1. Contact Information of Individual Submitting Nomination

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2. Title of the project/initiative (*Please create a title if one does not currently exist*)

OESC & Webstaurant Talent Engagement Project

3. Provide a brief description of the innovative initiative, innovative framework, or efforts of national impact you have chosen as your **primary** focus for the nomination.

Webstaurant is the largest online restaurant supply store serving food service professionals and individual customers worldwide. Since humble beginnings in 2004, Webstaurant has succeeded in creating and fostering an innovative, easy-to-use website to meet the purchasing needs of food service professionals internationally. With thousands of available products and over 5.5 million orders shipped, the company has everything businesses need to function at their best. Webstaurant processes orders for customer's reaching all 50 states and international orders to Canada. Faced with the challenge of a four month window of getting product to consumers Webstaurant reached out to the Durant Economic Development Authority who quickly convened the workforce development system. The Oklahoma Employment Security Commission is a key partner engaged in local communities and was a partner at the initial meeting. OESC shared local labor market information as well as the services the workforce development system could bring to the table. Webstaurant agreed to collaborate with the Oklahoma Employment Security Commission for its talent recruitment in finding qualified job seekers to fill all positions at the new Durant facility. Webstaurant is a global organization but faced significant challenges in talent recruitment because the community did not recognize the company name or services provided. The traditional labor exchange of placing job orders and waiting on job seekers to apply simply would not work. OESC had to look for an innovative way to educate the community on the tremendous opportunities working for Webstaurant provided. OESC sent targeted emails to the job seekers located in the seven county area surrounding Durant introducing the community and region to Webstaurant and the culture of the organization. OESC also hosted four career fairs at the Durant Oklahoma Works America Job Center with a total participation of 450 candidates. Webstaurant was onsite to review resumes of qualified job seekers, provide immediate interviews, and extend conditional offers of hire. OESC and Webstaurant also partnered with targeted messaging through the local office Facebook page with multiple engagements. The initial post was shared 131 times reaching an initial audience of 10,053. Throughout the weeks leading up to the event multiple posts were made including resumes and interviewing tips as well as event reminders.

4. Provide a statement of results, accomplishments, impacts and any other appropriate information that demonstrates why the nominee's efforts described in question #3 were an exceptional contribution.

The Oklahoma facility now has 170 associates with an average payroll of 5.59 million flowing back into the local economy. Starting wages begin at \$14 to \$16.50 per hour and the earning potential of over \$20 per hour after five years, in all positions. The associates also have a competitive benefit package including medical, dental, vision, life, short and long term disability, paid holidays, paid time off, health and wellness programs, merchandise discounts, 401K, and a profit sharing plan. The community has since seen other employers raise their respective starting wages in order to remain competitive.

5. Provide samples of work including creative materials, videos, graphics, documents, plans, etc. regarding the efforts and results you outlined in questions #3 and #4.

(File limit: 10 | 10 MB limit per file)

[Webstaurant flyer.docx](#)

[Webstraunt VO.MP3](#)

6. Provide a brief description of the nominee's significant contributions in any one of the other two areas listed under "criteria" that you did not focus on above.

Giving back is a fundamental belief of the company and a core part of the values they hold. Webstaurant has emerged as a community leader and its contributions speak for themselves. Through a matching grant by Webstaurants parent company, Clark Associates, their charitable foundation awarded the local J127 Ministry a \$100,000.00 grant. The grant will help the organization to fund construction of the transition home giving a helping hand to thirteen young ladies that are transitioning out of the foster care system. An additional award of \$10,000 has been awarded to the Boys & Girls Club for Project Learn which reinforces and enhances the skills and knowledge young people learn at school during the hours they spend at the Club. OESC and Webstaurant continue to partner for talent recruitment as the growth continues greatly impacting the local and state economy.

7. Please upload a copy of the email or document with your state agency administrator's approval.

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[Nomination approval.pdf](#)