

National Payroll Week Supporters

Q: What is a National Payroll Week (NPW) Supporter?

A: An NPW Supporter is an outstanding company that celebrates National Payroll Week and recognizes the achievements of its payroll professionals.

Q: How does a business become an NPW Supporter?

A: Any business that commits to spread the NPW message and recognize the achievements of its payroll professionals will be recognized as an **NPW Supporter**. To become an NPW Supporter, a business needs to visit the National Payroll Week website, www.nationalpayrollweek.com, and make a commitment to spread the NPW message.

Q: Why should a business become an NPW Supporter?

A: Businesses will join the ranks of past NPW Supporters, like Starbucks, Monster Worldwide, PepBoys Auto, and Godiva Chocolatier. It's free to sign up, plus NPW Supporters get great publicity and recognition from the American Payroll Association (APA).

Q: How does APA recognize NPW Supporters?

A: Any company that commits to recognize their payroll professionals and spread the NPW message will be recognized as an NPW Supporter by the APA in the following ways:

1. Linked corporate site from www.nationalpayrollweek.com, which received a record 956,000 page views May through September 2008.
2. Recognition as an NPW Supporter in the January issue of PAYTECH magazine, mailed to nearly 24,000 APA members.
3. Recognition in NPW commemorative video, shown to thousands of attendees at APA's Congress, annual business meetings, APA local chapter meetings, and conferences across the country.

Q: Why did APA create the NPW Supporter designation?

A: Every year, hundreds of companies across the country recognize their payroll employees during National Payroll Week. By creating the NPW Supporter designation, APA hopes to reward the companies already recognizing their payroll professionals, and encourages more companies to recognize the achievements of their payroll professionals.

For more information on the NPW Supporter initiative, contact APA's Public Relations department at (210) 226-4600.