

Participation Leads to 'Best' Performance

Being the best is not always defined by accomplishments. It is often a subjective process to determine the most excellent performer no matter the field.

Even in sports, in which structured playoff competitions take place, the best team does not always win. Bob Costas, certainly among the very best in his profession and the keynote speaker at the Chamber's 16th Annual Awards Dinner, has entertained us through the years with commentary and analysis on the best clubs or individuals for a particular event or year. But even then, injuries and other circumstances can significantly impact the outcome.



The honorees at that same dinner — see the profiles of David Frick, legislators Earline Rogers and Jerry Torr, and the community of LaPorte in this issue — are being recognized for their achievements. We can't truly say whether their work exceeds that of others. What is important is the effort they have put forth and the tremendous results they have realized.

The Indiana Chamber has two signature programs that look for "the best." *Best Buys* is an annual evaluation of the state's public high schools and their achievement levels compared to the tax dollars they receive. We readily admit that this is just one way of evaluating school performance. The key is that these schools are working hard to provide the best education possible for their students. Learn more about *Best Buys* on Page 48.

Best Places to Work in Indiana is a new initiative patterned after the popular *Fortune* list and successful programs in other states. Proven assessment tools will be used to analyze employer efforts and employee surveys to determine the companies to be honored. While some applicants will be ranked among the best, all are winners for their willingness to self-evaluate and utilize the findings reports they will receive that can improve their ability to attract and retain the best and brightest employees. Visit www.indianachamber.com by November 18 to register for *Best Places to Work in Indiana*.

After all, playing the game is the first step to being included among the best.

Kevin M. Brinegar
President

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