

WorldatWork Member Resources

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The Magazine of WorldatWork



Now conference attendees, whether traveling alone or with friends and family, can make the most of this dynamic destination.

“Philadelphia is everything you want it to be,” said Kraut, who points out that she’s not a native, so she doesn’t take the city’s offerings for granted. “It is a large, sophisticated, highly diverse city and metropolitan area with all the benefits that that offers, yet its distinct neighborhoods create the sense of many small towns.”

When WorldatWork reached out to Marilyn to ask if she would help welcome the more than 2,000 attendees expected to converge on the Pennsylvania Convention Center, we knew she was the perfect person for the job. “It’s wonderful to get people together to learn from each other, and to do it in a place that is wonderful to visit also,” she said. “Coming to Philadelphia is a great opportunity to participate in a conference and see an extraordinary place.”

Known as “The City of Brotherly Love,” Philadelphia has always been a favorite destination for both domestic and international travelers. Below, Marilyn describes the rich history, modern culture and active revitalization that make this urban center a top travel spot.

Official Member Host for 2008 WorldatWork Conference Welcomes All to Philadelphia

Philadelphia. It’s the home of American democracy, cheesesteaks and Marilyn Kraut.

Don’t worry if you don’t know who Marilyn is—you soon will, as she has agreed to become the official member host of the 2008 WorldatWork Total Rewards Conference & Exhibition in Philadelphia, May 20-23.

As a member host, Marilyn, a 38-year resident of Philadelphia who works as the human resources director for Quality of Work-Life Programs at the University of Pennsylvania, has volunteered to share an insider’s view on how to get around the city, where the best sightseeing and shopping districts are located and more.

“Coming to Philadelphia is a great opportunity to participate in a conference and see an extraordinary place.”

—Marilyn Kraut
University of Pennsylvania
Official Member Host to
2008 Conference

TOTAL 2008 REWARDS

WorldatWork Conference & Exhibition

www.worldatwork.org/philadelphia2008

LEFT TO RIGHT: The Philadelphia Museum of Art, along the Schuylkill River; Independence Hall; Swann Fountain with City Hall in the background, located at Logan Circle on Benjamin Franklin Parkway; Benjamin Franklin Parkway; the Rodin Museum, home to the largest collection of the artist’s sculptures outside of Paris; skyscrapers in Center City, downtown Philadelphia.



Photo by Edward Savaria, Jr.



Photo by Anne C. Kristensen



Philadelphia History

The most popular sites in Philadelphia revolve around its role as the birthplace of American democracy. Nowhere else will you find Independence Hall, where the Declaration of Independence was signed; the Liberty Bell, a symbol of freedom for all; Congress Hall, which holds the restored chambers of the first U.S. Congress; the Betsy Ross House, where the first American flag was sewn; Franklin Court, where Benjamin Franklin lived his adult life as a printer, diplomat, inventor, publisher, author, statesman and more; and the National Constitution Center, where the principles of democracy are celebrated.

For the best of shopping, entertainment, culture and people-watching, Philadelphia offers:

- **Rittenhouse Row:** Take advantage of the great shopping, intimate cafes and restaurants and nearby charming streets lined with live music. Remember, there's no sales tax on clothing or shoes, so leave room in your suitcase!
- **Benjamin Franklin Parkway:** Modeled after Paris' Champs-Elysees, this thoroughfare is home to the renowned Philadelphia Museum of Art, Natural History Museum, Franklin Institute, Please Touch Children's Museum and more.

- **Reading Terminal Market:** America's oldest farmers' market, this converted train station is across the street from the Total Rewards Conference & Exhibition site and features nearly every type of cuisine, from authentic Philly cheesesteaks and Pennsylvania Dutch fare to organic vegetarian and delicious Middle Eastern dishes.

- **Society Hill:** This neighborhood contains the largest concentration of original 18th- and early 19th- century architecture of any place in the United States. Cobblestone streets are bordered by brick row houses in Federal and Georgian style.

- **South Street:** For a really bohemian experience, whether on a Tuesday afternoon or Friday night, South Street is a sophisticated spot always buzzing with youthful activity. Listen to live music, shop in the many unique stores along the street and watch the hip-hop generation pass by.

Philadelphia Art

Visit the Philadelphia Museum of Art, the country's third-largest art museum, to find masterpieces from Europe and the United States. If you're a fan of the "Rocky" films,

don't forget to run up the museum's impressive front steps. The Avenue of the Arts, just around the corner from the Convention Center, is lined with performance space, fine-arts venues and lots of restaurants. Check out the Pennsylvania Academy of the Fine Arts, Rodin Museum (with the largest collection of Rodin sculptures outside of France) and countless theatres, music venues and galleries throughout the city.

For pleasing sounds, visit the Philadelphia Orchestra or the Opera Company of Philadelphia. Or, just walk the streets of any of the hip neighborhoods to catch live entertainment in the form of Philly Soul, a style of soul music characterized by funk influences and lush instrumental arrangements, often featuring sweeping strings and stabbing horns.

Philadelphia Food

"There are many big debates about who has the best," Kraut said of the notorious Philadelphia cheesesteak. Apparently, a feud has been raging between Geno's Steaks and Pat's King of Steaks, across the street from each other in South Philly. "For a really unusual steak sandwich experience, get to Tony Luke's," Kraut said. The menu features traditional Philly fare as well as more diverse "steak" sandwiches



Photo by Jim McWilliams

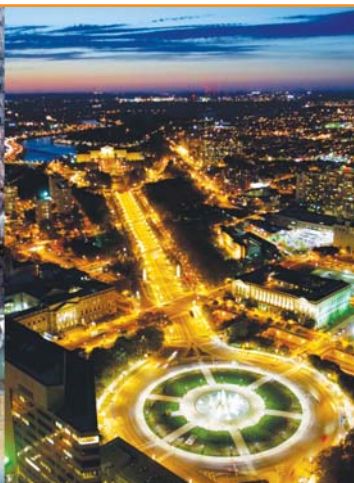


Photo by Anthony Sinagoga



Photo by Edward Savaria, Jr.



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“A diverse environment is so inherent to Philadelphia that I don’t even notice it,” said Kraut, who added that this is enhanced by the many institutions of higher education in and around Philadelphia that bring together great minds from around the world.

with veal, sharp provolone, broccoli or spinach and mushrooms.

For a taste of something more familiar, at the Reading Terminal Market, Oprah found what she deemed the best macaroni and cheese, and *GQ Magazine* rated the Rouge Burger at Rouge the best cheeseburger in America.

After lunch, experience more local creations with giant soft pretzels (don’t forget the mustard or melted cheese on top) or sweet TastyKakes. And with the conference planned for just before the start of summer, Kraut noted that Italian water ice, a frozen dessert of ice slush and sweetened juice, will be sold in cups along many streets of Philadelphia.

Philadelphia Neighborhoods

As a city founded on the principles of equality and freedom, Philadelphia is a welcoming place for people of all different cultures and lifestyles. Ethnic flavors are wafting in every neighborhood of Philadelphia, with restaurants, music and dance, nightlife and family-friendly activities. The city’s neighborhoods include trendy Old City and bustling Chinatown, steps from the Convention Center, El Centro de Oro (the heart of the Latino community), classic Chestnut Hill and

historic Germantown. The Underground Railroad also has many historical Philadelphia landmarks in its path.

“A diverse environment is so inherent to Philadelphia that I don’t even notice it,” said Kraut, who added that this is enhanced by the many institutions of higher education in and around Philadelphia that bring together great minds from around the world. One of the most diverse areas of town is West Philadelphia, home to the University of Pennsylvania.

Philadelphia Outdoors

Rowing is a popular sport in the City of Brotherly Love along the Schuylkill River, flowing south through the city. Kraut recommends an 8-mile circuit that follows the river with trails for running, biking, skating and strolling. And to follow in Rocky Balboa’s footsteps, group runs take place for all levels of experience and speed on Tuesday evenings and Saturday mornings, starting and finishing at the steps of the Philadelphia Museum of Art. With 63 neighborhood parks making up Philadelphia’s Fairmount Park System, you’ll be within walking distance of many outdoor activities.

Baseball fans will want to check out the Philadelphia Phillies’ schedule, and sailing enthusiasts can venture to the Delaware River

LEFT TO RIGHT: Kraut recommends the 8-mile circuit along the Schuylkill River for a run or a bike ride; Philadelphia is truly an international city, welcoming people of all different lifestyles and cultures with the principles of equality and freedom.



Photo by Jim McWilliams



Photo by Edward Savaria, Jr.

and Delaware Bay for an afternoon or evening with catered meals as part of the unique experience on a chartered 75-foot schooner.

Conference Scene


“What we do in total rewards is difficult,” said Kraut, a WorldatWork work-life course instructor. “Professional gatherings provide important support for me in my work. I am always re-energized hearing inspiring presenters, meeting with leaders in the field, reconnecting with valued colleagues and identifying new colleagues with whom to network when I need benchmark information, ideas and guidance.”

You can learn more about Marilyn and her beloved city by clicking on the “Meet Marilyn” link at www.worldatwork.org/philadelphia2008 or register for the conference to meet Marilyn in person.

Remember to Vote— WorldatWork Board of Directors Ballots Due Dec. 7

Don’t forget! Dec. 7 is the deadline to cast your ballot in the 2008 WorldatWork Board of Directors election.

Please complete the e-mail or paper ballots and return them to WorldatWork. Brief candidate biographies are available online at www.worldatwork.org/bios.

We appreciate your participation in this year’s election process. If you have not received an electronic or paper ballot, please contact Customer Relationship Services toll free at 877/951-9191. 

ABOUT THE AUTHOR

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Featured Events

Mark your calendar for these upcoming WorldatWork professional-development opportunities. Visit www.worldatwork.org and select “Education” to register for any of these events or call us toll-free at 877/951-9191. Please note that this is a partial listing of WorldatWork professional-development programs. Visit our Web site to see a complete list of offerings.

January 2008

Competitive Market Pay: Pricing Critical Skills	Jan. 8	Washington, D.C.
W1: Introduction to Work-Life Effectiveness	Jan. 9-11	Washington, D.C.
C17: Market Pricing—Conducting a Competitive Pay Analysis	Jan. 16-18	Long Beach, CA
C2: Job Analysis, Documentation and Evaluation	Jan. 16-18	Ft. Lauderdale, FL
GR9: Strategic Communication in Total Rewards	Jan. 16-18	Madrid, Spain
GR6: Variable Pay— Incentives, Recognition and Bonuses	Jan. 17-19	Shanghai, China
Is Your Pay Program Paying Off?	Jan. 23	Webinar
T3: Quantitative Methods	Jan. 23-25	Carlsbad, CA
C5: Elements of Sales Compensation	Jan. 23-25	Chicago
C1: Regulatory Environments for Compensation Programs	Jan. 23-25	Denver, CO
C6: Principles of Executive Rewards	Jan. 23-25	Phoenix, AZ
T4: Strategic Communication in Total Rewards	Jan. 23-25	San Diego, CA
T2: Accounting and Finance for the Human Resources Professional	Jan. 28-30	New York
T9: International Remuneration— An Overview of Global Rewards	Jan. 30-Feb.1	St. Petersburg, FL

February 2008

Writing Effective Job Descriptions	Feb. 6	Memphis, TN
C4: Base Pay Management	Feb. 6-8	Washington, D.C.
T1: Total Rewards Management	Feb. 6-8	San Juan, PR
C11: Performance Management— Strategy, Design and Implementation	Feb. 11-13	New York
T12: Outsourcing and Managing HR Service Partners	Feb. 11-13	Houston
T11: Fundamentals of Equity-Based Rewards	Feb. 13-15	Chicago
GR1: Total Rewards Management	Feb. 13-15	Madrid, Spain
Compensation Fundamentals	Feb. 20	Phoenix
C12: Variable Pay— Incentives, Recognition and Bonuses	Feb. 20-22	Phoenix
T3: Quantitative Methods	Feb. 20-22	Seattle
C1: Regulatory Environments for Compensation Programs	Feb. 25-27	San Antonio, TX
T2: Accounting and Finance for the Human Resources Professional	Feb. 27-29	Dallas, TX