

Spotlight: Consumer Electronics Association

The Crystal City-based Consumer Electronics Association (CEA) has been turning heads, including that of Virginia Governor Tim Kaine, with a commitment to environmental sustainability and the overall improvement of quality of life in Arlington County.

In a luncheon at CEA headquarters in October, CEO Gary Shapiro announced an elaborate telework program which will encourage all employees, including full-time hourly staff, to work from home one day a week. The company believes that as the association whose role it is to grow the very industry that makes teleworking possible, it is only fitting to lead by example. The Governor attended the luncheon with his cabinet and the Northern Virginia Technology Council as the new policy was unveiled.

CEA, the preeminent trade association promoting growth in the consumer electronics industry, has committed itself to creating

initiatives that improve the work/life balance of employees as well as reduce the company's carbon footprint. CEA's robust telework policy includes a reimbursement of up to \$500 annually for broadband internet access. In addition to the organization's focus on telework, CEA offers a comprehensive commuter benefits package that includes flextime, a compressed work week in the summer, and a monthly transit subsidy of \$120.

Commuting information is provided to all employees in new-hire kits, including maps of the area's Metro system to support the use of transit. In addition, the organization encourages employees to reduce their daily commutes by living closer to the worksite. Employees who purchase homes in Arlington are eligible for a \$25,000 three-year forgivable loan. Bike racks, lockers and showers are available onsite, which is an added bonus for those living close by.

CEA has set the bar high for other Arlington employers who



are looking to reduce congestion and improve air quality. Its benefits package, which also includes access to a gym facility, an onsite boot camp each day and lunch-time yoga, combined with the many commuter benefits offered to employees, helps to create the necessary work/life balance that helps to run a successful business.

