

*The Client  
of the Year*

**SIMON**<sup>®</sup>  
PROPERTY GROUP

A real estate investment trust engaged in the ownership and management of regional malls and community shopping centers including  
The Mall of America

Profiles  International<sup>™</sup>  
imagine great people

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Marvin Hershenson, Director of Human Resources and Executive Development, received the Client of the Year Award from Jim Sirbasku (left), CEO of Profiles International and Bud Haney (right), Profiles' President.

Bricks and mortar are important to the success of Simon Properties Group, but flesh and blood rank higher in their corporate planning. As America's largest owner, developer and manager of high quality retail real estate, the company owns hundreds of commercial properties in thirty-six states, Canada, and Europe, including the prestigious Mall of America in Bloomington, Minnesota.

For several years, Simon's concern for attracting and retaining the best people has included an investment in Profiles assessments of approximately \$250,000 annually, according to Marvin Hershenson, Simon's Director of Human Resources and Executive Development.

Mr. Hershenson attended Profiles International's Annual Conference where he received Profiles' Client of the Year Award on behalf of Simon Properties Group. He told the more than 400 conference attendees that the most frequently used Profiles assessments are *Profile XT™* and the *CheckPoint 360° Competency Feedback System*. He said, "These two tools are quite powerful and they are providing us with incredible data to develop and grow our management team. And I am proud that the managers, that I represent, feel very fortunate that we have in our possession assessments that help them become better managers."

Like many of Profiles' Clients, Simon Properties Group depends on Profiles assessments to help them select new employees, improve internal communication and cooperation, make training more effective, put people in positions where their attributes will have maximum effect, and give employees important feedback on their job performance.

Profiles International, Inc. is proud to salute Simon Properties Group as our Client of the Year.