

THE ALT MBA PERKINS AWARD given November 2017 to **Sheila Bailey** by the Coaches and by **Seth Godin**

is so-named in honour of **Frances Perkins** (born **Fannie Coralie Perkins**; .April 10, 1880^{[1][2]} - May 14, 1965) an American sociologist and workers-rights advocate who served as the U.S. Secretary of Labor from 1933 to 1945, the longest serving in that position, and the first woman appointed to the U.S. Cabinet. As a loyal supporter of her friend, Franklin D. Roosevelt, she helped pull the labor movement into the New Deal coalition. She and Interior Secretary Harold L. Ickes were the only original members of the Roosevelt cabinet to remain in office for his entire presidency.

During her term as Secretary of Labor, Perkins executed many aspects of the New Deal, including the Civilian Conservation Corps, the Public Works Administration and its successor the Federal Works Agency, and the labor portion of the National Industrial Recovery Act. With the Social Security Act she established unemployment benefits, pensions for the many uncovered elderly Americans, and welfare for the poorest Americans. She pushed to reduce workplace accidents and helped craft laws against child labor. Through the Fair Labor Standards Act, she established the first minimum wage and overtime laws for American workers, and defined the standard forty-hour work week. She formed governmental policy for working with labor unions and helped to alleviate strikes by way of the United States Conciliation Service. Perkins dealt with many labor questions during World War II, when skilled manpower was vital and women were moving into formerly male jobs.^[3]