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**For Immediate Release**

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**Delaware Valley T&D Firm, with  
Global Clients Steps Out Of Local Shadows**

**Cherry Hill, NJ- October 3, 2005--**With nearly 20 percent of its clients in the Fortune 100, a 14-year foothold in Cherry Hill's Heritage Executive building, and clients in 33 states and territories, and 20 countries, Team Builders Plus is not exactly the household name you'd expect in the Delaware Valley. That's why, although the training and development firm with a local and worldwide clientele as well known as Campbell's Soup, L'Oreal, the U.S. Marines, Merrill Lynch, Ford Motor Company, and 20th Century Fox, decided it was finally time to make its presence known in South Jersey.

Last year, the firm, which recently posted a 94% second quarter sales increase, created a new logo and tag line, "One Organization, One Team," revamped their website, and created an online newsletter. This year, Team Builders Plus decided to "put it out there," by hiring Voorhees, NJ-based ImPRessions, to keep area businesses informed of who we are and what we do," explained Team Builders Plus president Jeff Backal.

"We knew we needed a greater local presence, when we'd call on regional prospects, and many of them had never heard of us," said Team Builders Plus president Jeff Backal. "Ironically, we ran into one of those prospects at an international conference, and then they hired us! We feel as if we're the area's best kept secret in training and development," Backal added.

Why, with such success, does Team Builders Plus, even need a local presence? "It would be nice to spend less time in airports," admitted 38-year-old co-owner Merrick Rosenberg, director of training and development. Rosenberg is often on the road more than 2 weeks a month.

"With so many businesses in the Delaware Valley, it would be nice to spend more time closer to home," he said. Rosenberg and Backal (who is 39), met in their MBA program at Drexel University in Philadelphia. In fact, their education enabled them to launch their business. All of their class assignments were used to develop the business plans for Team Builders Plus.

Backal explained that the firm no longer only serves mega-companies. It has broadened its focus to encompass companies with 75 or more employees. "It's especially gratifying for us to help companies



grow,” he said. In the three years that Moorestown’s Eastern Research has been on the books with Team Builders Plus, the company has expanded from 90 to 250 employees. Other smaller,

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local clients include Emtec, in Trenton, Asher & Company, and Brandywine Realty, both in Philadelphia, and Voxware in Lawrenceville.

Team Builders Plus helps companies develop and build teams, resolve staff conflict and improve communication. They teach managers how to become leaders and better earn the trust and cooperation of employees.

The partners and their staff accomplish these goals through individual, team and organizational climate assessments to cull out what underlies client challenges. They then implement the corresponding skills development and performance coaching programs to achieve long-lasting organizational and individual success. Programs such as 360-degree feedback, in which employees provide constructive feedback to superiors, colleagues and direct reports, and “Why we Click With Some and Clank with Others,” are among their more popular programs.

According to ImPReSSIONS’ president Jackie Pantaliano, a 20-year, national PR veteran, Team Builders Plus is a “dream client with an already successful service and renowned clients in place. We just need to spread the word.”

According to Backal, “we interviewed several PR firms, but selected ImPReSSIONS, because Jackie’s proactive approach fit ours. She stays on top of and ahead of news trends, and repeatedly presents new and creative PR approaches.”

ImPReSSIONS’ develops public relations programs for a diversity of business, consumer, technical, and industrial clients. The firm has promoted entire industries, individuals, services and products from start-up operations to long-established entities. She can be reached at 856-874-1581, or via e-mail to JackiePPR@comcast.net.

For more information on leadership development, assessment tools, training programs or coaching processes, log on to [www.TeamBuildersPlus.com](http://www.TeamBuildersPlus.com), [www.360-degreefeedback.com](http://www.360-degreefeedback.com), or call 856-596-4196.

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