



**Team Builders Plus**  
One Organization. *OneTeam.*

**For Immediate Release**

**Media Contact:** Jackie Pantaliano/ 856-874-1581  
[JackiePPR@comcast.net](mailto:JackiePPR@comcast.net)

### **TEAM BUILDERS PLUS HONORED AS A 2007 BEST PLACE TO WORK**

**Cherry Hill, NJ – October, 2007** – Team Builders Plus in Cherry Hill, a global leadership and team development firm, was named one of the *Philadelphia Business Journal's* "Best Places to Work" in the Philadelphia region. Placing second in its size category of companies with 10 to 50 employees, the award recognizes achievements in creating a positive work environment that attracts and retains employees through a combination of benefits, working conditions and company culture. The 50 winning companies are featured in a special supplement in the October 19 issue of the *Philadelphia Business Journal*. This year's winners include Virtua Health, Comcast and Microsoft.



One of hundreds of companies to enter, Team Builders Plus secured its position based on the strength of its programs, benefits and overall work environment, as evaluated by its employees. The company was specifically cited for its "close-knit, family environment and the way in which it celebrates individual and collective successes." This year's company celebration will include spouses and significant others over a 3-day weekend at a ranch in upstate New York. Past getaways included rowing on the Schuylkill River; the theatre and a chocolate buffet; kayaking; pottery making; and Great Adventure.

"We are truly honored to receive this award," said Team Builders Plus president Jeff Backal. "We'd be remiss if we didn't practice with our own employees what we preach to our clients. As a leadership and team development firm, we help organizations create positive and productive work environments. Our yardstick of success is continued growth with employees who feel like family."

Backal attributes being uncompromising in hiring for both best fit and skill, to creating a staff with almost zero turnover since 1991. "We continually evaluate each employee's roles and responsibilities to be sure that what they are doing best aligns with their expertise and desires," he added. To this end, the firm conducts quarterly coaching sessions with every employee. "Our toughest, but most rewarding decision in 2007 was taking the risk to invest in our growth," said Backal. "We increased our staff from 8 to 12 people and more than doubled our revenue. Our emphasis on hiring people who are both

technically superior in their given role and embody a sense of teamwork and passion for learning and development has clearly driven our success," he added.

"These companies have gone above and beyond to engage and reward one of their most important assets, their staffs," said Bernard Dagenais, editor of the *Philadelphia Business Journal*. "This honor, which is truly bestowed by a company's employees, shows that employers' efforts are paying off. Happy workers do a better job of serving clients and truly care about helping their company succeed."

Quantum Market Research, Wichita, KS, tabulated the results of thousands of online surveys



completed by employees to establish rank order. Common themes among top companies focused on work-life balance; respect and caring for employees; recognition of accomplishments; feeling empowered; good teamwork and community commitment.

*Founded in 1991, Team Builders Plus in Cherry Hill, NJ, is the largest team building company in the region, and likely the country. The firm conducts team building, individual, team and organizational assessments, performance coaching, and leadership training for organizations worldwide. More than a quarter of Fortune 100 companies are clients of Team Builders Plus. Clients include General Electric Company, Campbell Soup Company, JP Morgan Chase & Co., L'Oreal, IKEA, GlaxoSmithKline, Gerber Products, and the U.S. Military. For more information, logon to [www.TeamBuildersPlus.com](http://www.TeamBuildersPlus.com) or call 856-596-4196.*

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#### **PHOTO-CAPTION**

Jeff Backal, center, president of Team Builders Plus, in Cherry Hill, accepts the 2007 *Philadelphia Business Journal's* Best Places to Work Award. Presenting the award, at left, is Lyn Kremer, publisher of the *Philadelphia Business Journal*. On right is Mark Gudas of SB 1 Federal Credit Union, an event sponsor and presenter. Photo by CURT HUDSON, courtesy of *Philadelphia Business Journal*.