



EDITORS: The partners and their clients are available for interviews.

For Immediate Release

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Local T&D Company's Sales Rise 94%

Cherry Hill, NJ—August, 2005--Team Builders Plus, a 14-year-old training and development firm with a worldwide clientele, has reported its second quarter sales for 2005 are up 94% from the previous quarter. This follows an increase in first quarter sales of 43% from fourth quarter, 2004. According to the ASTD (American Society of Training & Development) in its "2004 State of the Industry Report," the percentage of expenditures for external training and development services has risen steadily since 2002, with the current average at 27 percent. For the largest U.S.-based companies, which conduct business globally, this figure is at 36 percent. Other reports show companies with significant employee training investments, such as CDW and A.G. Edwards showing substantial stock market increases (25 to 50 percent) as well over the past five years, beating the S&P 500 and the average brokerage over a period in which stock values have declined for most companies.

According to Team Builders Plus president, Jeff Backal, "The success of Team Builders Plus, along with the national increase in training spending reported by ASTD, can be attributed to a shift in focus from one-time training interventions to long-term, reinforced skill development. The increases we've seen in our clients' use of online needs assessment, classroom-based training, and follow-up coaching are in line with the measurable results reported in sales and stock increases by companies committed to employee learning."

Team Builders Plus partner and director of training and development, Merrick Rosenberg added, "Chief executives can no longer expect lifetime employee loyalty. Executives are finally realizing what the research has demonstrated for years—organizations that invest in the development of their people have the highest levels of retention and productivity."

According to Ian Cormack, Director of Organizational Effectiveness for Campbell Soup's Asia Pacific office, "The quality and usefulness of recent Team Builders Plus reports and group data, added greatly to the overall leadership experience for our most senior people in a recent series of Team Builders Plus Executive Leadership programs." Team Builders Plus has provided training for Campbell's employees in Cherry Hill, Camden, and throughout the world for seven years.



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In addition to increased business from existing Team Builders Plus clients like Campbells, the training company's newest clients, in the following listing, are receiving one or more services designed to develop and build teams, resolve staff conflict, improve communication, and teach managers how to become leaders and better earn the trust and cooperation of employees. These include individual, team, and organizational climate assessments and the corresponding skills development and performance coaching programs to achieve long-lasting organizational and individual success.

- Asher & Company- **Philadelphia, PA**
- Berlex- **Montville, NJ** and Seattle, WA
- Brandywine Realty- **Plymouth Meeting, PA and Mount Laurel, NJ**
- Chase Card Services- **Wilmington, DE**
- Cross Media Services- Chicago, IL
- Emtec- **Trenton, NJ**
- Dover Downs- **Dover, DE**
- FMC Corporation- **Philadelphia, PA**
- HRO Camp Pendleton- Camp Pendleton, CA
- Nicom- Syracuse, NY
- PHH Mortgage- **Mount Laurel, NJ**
- Reliance Standard Life Insurance Co.- **Philadelphia, PA**

Team Builders Plus was recently recognized by Performance Support Systems (PSS) of Newport News, VA, as PSS's top-selling global provider of its online data collection tool. In 2004 Merrick Rosenberg, Team Builders Plus co-founder and training and development director, was named one of *SJ Magazine's* "24 People to Watch." Rosenberg and president Jeff Backal met in graduate school at Drexel University, Philadelphia, where they developed all of their business plans for Team Builders Plus.

Since its 1991 inception, Team Builders Plus in Cherry Hill, NJ, has conducted organizational assessments, individual, team and organizational coaching and leadership training to organizations in 33 states and territories and with clients from 20 countries, including Australia, Asia Pacific, France, Canada, Holland, China and the United Arab Emirates. Approximately 20 percent of Fortune 100 companies are clients of Team Builders Plus. Clients include the Federal Bureau of Prisons, the Environmental Protection Agency, Campbell's Soup, Nabisco, Miller Brewing Company, the National Institute of Health, Price-Waterhouse Coopers, AT&T, M&M Mars, and the U.S Marines.



Team Builders *Plus*

One Organization. *OneTeam.*

For more on leadership development, assessment tools, training programs or coaching processes, logon to www.TeamBuildersPlus.com, www.360-degreefeedback.com, or call 856-596-4196.

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