

# South Florida BUSINESS JOURNAL

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**Companies that rock.**

## **SMALL (10-50 EMPLOYEES)**

ADD Inc Miami  
AnswerQuest Executive Search  
Attorneys Dell and Schaefer PA  
Blanca Commercial Real Estate  
Concept II Cosmetics  
Credence Corp.  
Evershore Financial Group  
Keller Landsberg PA  
Kforce Professional Staffing  
M2E Consulting Engineers  
Max Borges Agency  
New Horizons Computer Learning Centers  
of South Florida  
Niba Rug Collections  
Right Management, Florida/Caribbean  
Schwartz Media Strategies

## BEING BEST

**F**ew achievements in business are admired the way we admire companies that create environments in which their employees can thrive, grow and enjoy being a part of.

The businesses the *South Florida Business Journal* has honored as part of our 2013 Best Places to Work Awards have done precisely that.

As you read about them, it is impossible not to be inspired by the many innovative and creative ideas they use to foster employee engagement at the highest level.

Each idea is especially impressive, as it works so well with the culture and individual personality of each company, and the phenomenal work environments they create.

As you read about our honorees and how they are leading the way in boosting workplace morale in South Florida, you may find that joining them in their efforts is irresistible.

Whether you are inspired to create an urban playground with your staff, have a picnic, work a charity event, give a party, start a kickball team or come up with your own brand-new version of having fun at work, we encourage you to give something a try – if you haven't already. Success is virtually guaranteed.

Our 2013 Best Places to Work honorees were fêted at a Feb. 21 luncheon event sponsored by AvMed Health Plans at the Hyatt Regency Pier Sixty-Six in Fort Lauderdale.

## SMALL COMPANY: FINALISTS



### Schwartz Media Strategies

## SCHWARTZ MEDIA STRATEGIES

To executives with Schwartz Media Strategies, being a best place to work – and having the best employees in the process – requires encouraging creativity. For Tadd Schwartz, the message is clear: “Start each day with a blank canvas, and have fun with what you do.”

“We’re engaged with coming up with ideas every day that put our clients in front of target audiences,” he says. “If you can’t have fun doing that, you’re in the wrong business.”

Truth be told, representing the likes of the Miami Downtown Development Authority, the Patricia and Phillip Frost Museum of Science at Museum Park, the Adrienne Arsht Center for the Performing Arts, Apollo Bank, Genting/Resorts World Miami and numerous area law firms can be stressful at times – “but good stress,” Schwartz says.

A positive, creative outlook every day works wonders in the long run. Attitude is everything, he says. “If you think positive, and have fun with it – good things happen.”

Among the perks the firm offers are 100 percent employer contribution for health insurance premiums and 100 percent employer contribution for dental insurance premiums, and a 401(k) plan. The company also offers holiday bonus time off, including a full week over the holidays – taking time to reboot the engines, Schwartz says.

To build camaraderie, the team socializes together – whether over a beer at day’s end or a family welcome event. To Schwartz, creating such an environment comes down to common sense.

“If you treat people with respect, and you make the time to teach and introduce them to the world in which we live, they will enjoy their jobs and, ultimately, their lives,” he says. “I teach our folks to lead by example, and to listen and make the time to learn something new each day. If you bring that mindset to the job every day, you don’t need a labor and employment handbook on employee protocol.”