

Best Places to Work No. 13: Radio Flyer Inc.

By: [Matthew Carmichael](#) March 29, 2010

For a company whose business is based on creating memories for children, it's no surprise that Radio Flyer cultivates a family atmosphere with its employees.

The process of keeping it a "Best Place to Work" begins before it hires anyone. A committee creates a job description with qualifications, duties and at least 10 goals. Then the selection process begins. A candidate must write four essays, compile a list of 15 questions about Radio Flyer — all of which will be answered — and interview with more than 10% of the company. In the end, both sides have to agree that this will be the best job the candidate has ever had.

"It can take up to a year to fill a position," says Robert Pasin, "chief wagon officer" and grandson of founder Antonio Pasin.

Once hired, employees have opportunities for growth and education. Formal performance reviews are given three times a year.

"You're getting feedback every day, which is by nature how you grow as a person and in your profession," says marketing manager Melissa Akers.

Internal classes, dubbed "Wagon U," are offered for all employees. Mr. Pasin teaches a class called "Reinventing Radio Flyer through goof-ups, growth and gratitude." In it, he talks about his own mistakes, such as the doll the company produced that a Toys 'R' Us buyer (and a lot of consumers, it seems) thought looked "weird."

All this helps keep the family together and growing. "We want people who are lifelong learners and who are curious," Mr. Pasin says.

Radio Flyer Inc. ■ 6515 W. Grand Ave. ■ **What it does:** Manufactures wagons and riding toys ■ **Year founded:** 1917 ■ **Local employees:** 55 ■ **Worldwide employees:** 100 ■ **Best Places rank in 2009:** n/a
