

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

BY ALLISON RIGGIO

When Radio Flyer employees came together in January for the company's annual review, they never expected to walk away with one of the hottest gadgets on the market. In honor of the staff's recent growth and success, each employee was given an iPad—a celebration unlike anything in the company's history.

But Radio Flyer employees are no strangers to extraordinary events. All year, team members participate in tricycle races, pumpkin-carving contests, Olympics-inspired games and karaoke events, just to name a few.

"Usually there's a method to the madness," says "chief wagon officer" Robert Pasin, the company's CEO, adding that the events fuel a sense of lightheartedness and passion that spurs motivation and drives success. "There's a big emotional aspect to our brand," he says.



Radio Flyer CEO Robert Pasin (dressed as a leprechaun, at center square) plays "Hollywood Squares" during a company-sponsored party. The firm hosts morale-boosters like this for employees once a quarter.

PHOTO CREDIT: Erik Unger

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**Radio Flyer Inc.** ■ 6515 W. Grand Ave., Chicago ■ **What it does:** Manufactures wagons and riding toys  
■ **Year founded:** 1917 ■ **Local employees:** 64 ■ **Total employees:** 122 ■ **Rank in 2010:** 13

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