



NEWS RELEASE

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**Wall Street Journal Announces Woodmeister Master Builders is  
2009 Top Small Workplace**

(September 28, 2009) Holden, Mass: Woodmeister Master Builders has been selected a 2009 Top Small Workplace by the *The Wall Street Journal* and Winning Workplaces, a non-profit organization that helps small and mid-size companies improve their workplace practices.

The announcement was made in the Journal Report on Small Business section of September 28, 2009 *Wall Street Journal*. This is the third year in a row the business publication has teamed up with Winning Workplaces to identify fifteen small employers who have built some of the most exemplary, innovative workplaces. The awards will be presented on October 1 at the Winning Workplaces conference in Chicago.

According to the *Wall Street Journal*, Woodmeister's commitment to developing leaders at all levels of its workforce sets it apart from other companies. In 2003 the firm launched an intensive leadership-training initiative that provides private and group coaching to ten employees from a cross-section of the company every year. Participants learn skills in time, stress, and change management, life/work balance, people and team management, and goal setting.

According to Ted Goodnow, Woodmeister founder and CEO, the program identifies rising stars in the business and helps employees become better leaders and co-workers. Mr. Goodnow says he introduced the program to assure employees that the long-term success of the company was not going to depend on one or two people at the top. "The lifecycle of 99.9% of the businesses in our industry live and die with the proprietor who starts them," he explains.

"Our goal is to change that by building a professionally-led company where new leaders are always ready to take themselves and the company to the next level."

A total of 629 eligible companies were nominated for consideration as a Top Small Workplace. Criteria included having 500 or fewer employees and an annual revenue not greater than \$200 million, being based in North America and not being part of a larger corporation. Three hundred and twenty nine nominees completed a lengthy application that asked detailed questions on such topics as how the company fosters teamwork, helps employees grow in their jobs, measures success, and develops leadership in its workforce.

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After a review process, 35 finalists were selected. Each finalist then provided the names of employees, advisers, attorneys, accountants, and customers, who were interviewed to give a fuller picture of the company. The interviews were added to the company's application. An eight-person panel of workplace and small-business experts then reviewed the finalists and met on June 30 in Evanston, IL to select the 15 Top Small Workplaces.

### **About Woodmeister Master Builders**

Founded in 1980 as a two-man custom cabinetry and millwork shop, Woodmeister Master Builders today employs 163 people and has sales of over \$50 million. The company was named one of the Top 100 Places to Work in Massachusetts in 2008 by the Boston Globe. Woodmeister encompasses the entire scope of luxury custom home construction and renovation projects, custom cabinetry and interiors, and comprehensive lifestyle management services. The firm is based in Holden, Massachusetts and has satellite offices in Nantucket, Newport, RI, and New York City.

### **About The Wall Street Journal**

*The Wall Street Journal* is a leading global business newspaper with print circulation of 1.66 million, and is part of Dow Jones & Company, a global business and information services provider. For the past three years, the WSJ and Winning Workplaces have collaborated on Top Small Workplaces, a national recognition project honoring exemplary small and midsize firms.

The Monday edition of *The Wall Street Journal* commonly includes a Journal Report, a fourth section of the paper dedicated to a timely topic of interest. Four times a year the Journal Report focuses on small business.

### **About Winning Workplaces**

Winning Workplaces' mission is to help small and midsize organizations build great workplaces. In addition to the Top Small Workplaces recognition project, Winning Workplaces provides other services designed to maximize the performance of small businesses, including: an online clearinghouse featuring the latest research, articles, and a free monthly newsletter; practical and affordable consulting and training solutions; and monthly webinars featuring business leaders discussing their strategies for creating productive and collaborative work cultures.

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