



## SOUTH FLORIDA BUSINESS JOURNAL

### 2019 Best Place to Work Awards Winners and Nominees

When best-in-class benefits packages and matching 401(k)s, generous time off, and ongoing skills training and career development might not be enough to recruit or keep today’s job candidate, employers are getting creative. They’re offering standing workstations, music streaming throughout the office, mentorship, even dress-down Fridays, “Mosey-on-in Mondays” and Humane Society destressing “snuggle deliveries.”

With the national unemployment rate near 4 percent – approaching historic 50-year lows – South Florida employers are not immune from the struggles of finding top talent amid a tight labor pool. So, they got creative in their mission to find – and keep – the best talent and prevent rivals from poaching them.

Many of these write-ups will assume employers offer health insurance benefits and retirement programs – often from day one; progressive work-life balance efforts; even open-door and other communications-friendly policies. What you’ll read instead from some honorees are creative and innovative, talent-focused policies that raise a company’s profile and allure among employees.

These are more than catchy perks to pull in employees. They create camaraderie and an *esprit de corps* that boosts morale, productivity and, for many interviewed here, the company’s bottom line. They’re defining what it means to be a Best Place to Work.

The *Business Journal* celebrated these 45 companies building culture at a Feb. 21 luncheon event at Signature Grand in Davie. The awards program was presented by Suffolk, with corporate sponsors Quantum Workplace and AvMed, and associate sponsor Corporate Benefit Partners.

#### No. 13 Large Company: U.S. Century Bank

U.S. Century Bank has endured the turbulent cycles. It’s anchor in unsteady times has been its people, says Jessica Goldberg, HR director for the Doral-based bank. Founded in 2002 and categorized as “troubled” during the recession, it was able to re-establish a Bauer Financial five-star rating.

“This was due to the outstanding level of dedication provided by the talent that USCB is honored to have,” Goldberg says.

The bank rewards its people with a progressive work environment. Management developed cross-training methods that allow employees to learn other areas of the bank. It also partners with the Center for Financial Training to further employee skillsets.

Management nurtures an environment of recognition, motivation and development. Employees are recognized at the quarterly Most Valuable Banker contests. They hold quarterly wellness initiatives led by the health and wellness committee. They celebrate together at the annual company picnic and work with Castaways Against Cancer on a three-month campaign that allows employees to creatively compete in team-focused fundraising efforts.



The bank hosts an Employee Appreciation Week, with activities and events that provide the opportunity for employees to spend time together.

“We appreciate our employees so much that one day of recognition is not enough,” Goldberg says.