



# the talent pool

The Gen Y workers now flooding the job market are a difficult breed to manage. Here's what our 15 Best Bosses are doing about it. *by ellyn spragins*

## follow these leaders

Meet the Best Bosses, chosen by our distinguished panel of judges.

|   | Revenues in millions (2004) | Number of employees |
|---|-----------------------------|---------------------|
| <b>greg wittstock</b> <b>aquascape designs</b> Batavia, Ill.<br>At this maker of pond kits and supplies, workers vet each other's ideas.                            | \$48.5                      | 130                 |
| <b>larry weinberg/josh baker</b> <b>bowa builders</b> McLean, Va.<br>This homebuilder aggressively recruits from Latin American communities.                        | \$27.0                      | 84                  |
| <b>diane hessan</b> <b>communispace corp.</b> Watertown, Mass.<br>Workers at this supplier of customer surveys can gripe online, anonymously.                       | \$5.1                       | 48                  |
| <b>bob cutler</b> <b>creative consumer concepts</b> Overland Park, Kan.<br>This seller of promotional items for kids encourages employees to volunteer.             | \$35.9                      | 47                  |
| <b>trish karter</b> <b>dancing deer baking</b> Boston<br>Inner-city, immigrant workers at this baking company have 360-degree reviews.                              | \$4.8                       | 52                  |
| <b>john nix/larry spear</b> <b>go2call.com</b> Evanston, Ill.<br>Employees at this provider of VOIP services are reviewed every two weeks.                          | \$15.2                      | 33                  |
| <b>colin angle</b> <b>irobot</b> Burlington, Mass.<br>This robot builder offers a distinct career track for its engineers.  | \$95.0                      | 225                 |
| <b>pamela davis</b> <b>non-profits insurance alliance group</b> Santa Cruz, Calif.<br>Employees can earn small gifts at this nonprofit insurer of other nonprofits. | \$54.0                      | 55                  |
| <b>tom raffio</b> <b>northeast delta dental</b> Concord, N.H.<br>This nonprofit dental-insurance provider measures employee satisfaction.                           | \$190.0                     | 172                 |
| <b>patty mcmanus</b> <b>olsson associates</b> Lincoln<br>Employees at this engineering-services firm share in 85% of company profits.                               | \$41.5                      | 416                 |
| <b>andrew field</b> <b>printingforless.com</b> Livingston, Mont.<br>Those who are hired at this commercial printer must meet 25 criteria.                           | \$14.9                      | 120                 |
| <b>steve randazzo</b> <b>pro motion</b> St. Louis<br>This event-marketing firm helps temporary staffers find their next outside job.                                | \$8.0                       | 76                  |
| <b>margie traylor/bret giles</b> <b>sitewire marketSPACE solutions</b> Tempe, Ariz.<br>Workers at this Internet marketer praise colleagues at weekly meetings.      | \$1.9                       | 21                  |
| <b>brian scudamore</b> <b>1-800-got-junk?</b> Vancouver, B.C.<br>This junk-removal franchiser makes one dream come true for every employee.                         | \$6.4                       | 105                 |
| <b>keith smith</b> <b>180solutions</b> Bellevue, Wash.<br>At this online marketing firm, employees play dodgeball and volleyball.                                   | \$53.5                      | 250                 |