

FOR IMMEDIATE RELEASE
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Bodek and Rhodes Enhances Award Winning Customer Service with New Training Facility and Staff

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, recently announced its creation of a new training curriculum to further enhance its award-winning customer service. The new program includes a state-of-the-art facility and two new trainers dedicated to educating all company associates in various areas, including customer service, professional communication, merchandise knowledge.

“Our culture here has always been to do the right thing,” says Nadine Flexer, Director of Human Resources. “One of the right things we want to continue to do is invest in the heart and soul of our company - our people. People have always been our most important asset. And therefore, we’ve created an initiative to enhance our family’s learning and development, both professionally and personally.”

“Our training philosophy is aimed to create an exceptional customer experience,” says Flexer. In that effort, the company created a new facility to enhance its rigorous orientation class. This training utilizes state-of-the-art interactive media and product samples and gives all employees in the Bodek and Rhodes family an intimate knowledge of the entire catalog, enabling them to provide immediate, qualified help to all customers. Going beyond the fine details of each style the company carries, the class also helps educate on company culture, computer systems, procedure, and standards of excellence to maintain the company’s award-winning service levels.

Heading the class at this new facility is newly-hired Training and Quality Assurance Manager, Alan Cooper, who comes to Bodek and Rhodes from a vendor for political campaigns and market research houses. His most recent work included training staff, from part-time call reps to high-level management, and instruction on corporate policy and procedure.

“Bodek and Rhodes is refreshing to me after years in the political world. I am enjoying the change and admire the fact that this is a family-run business, and that there is such a long track record of dedication and stability with the organization’s employees,” says Cooper of his new role.

In addition to Cooper, Bodek and Rhodes is also proud to have added a new role with Nadine Kombé as Learning and Development Coach. Kombé holds a master’s degree in Training and Organizational Development, specializing in Adult Learning and Training. She joins the

Bodek and Rhodes

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company from Chrysler Financial, where she has worked since 1996, most recently as the Learning and Development Manager.

Kombé will be working under the HR umbrella to help all associates at the apparel company improve non-apparel skills such as computer knowledge, professional communications, leadership skills, workplace safety and industry information. Kombé works with all employees to continually improve the professional and personal skills of each associate. Her on-going effort helps improve the morale, professionalism and overall wellbeing of the company as a whole.

"I am truly excited to be able to assist my Bodek and Rhodes family with enhancing the skills and knowledge they need to meet the company's objectives," says Kombé. "It's exciting to help their learning and development, both personally and professionally in a unique training role like this."

Bodek and Rhodes is headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA; Niles, MI; Fresno, CA; Orlando, FL and Norton, MA. More information on Bodek and Rhodes and their full line of wearables is available online at www.BodekandRhodes.com.

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