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Contact: Mary Ellen Nichols  
1-800-877-9911 ext. 1014

## Bodek and Rhodes President Named One of 2011's Best Bosses

PHILADELPHIA, PA—With current news and movies focusing on terrible bosses, the Promotional Products Association International decided to take a look at what makes a great boss and name the top bosses in the industry. In their publication, *Promotional Products Business Magazine*, PPAI named 23 individuals as 2011's best bosses, including Mike Rhodes, president of Bodek and Rhodes, a Philadelphia-based leading wholesaler of imprintable activewear.

Rhodes, who leads the family business of more than four hundred employees, took over from his father in 2000. Since then, he's grown the company to offer more brands than any other national wholesaler and steered successfully through the most recent recession by focusing on his employees, according to Mary Ellen Nichols, Director of Marketing Communications.

"When the recession hit, Mike gathered the employees and asked for their help and ideas on how to save money and delight our customers even more. He said that although layoffs were rampant elsewhere, even among our competitors, his people were the last thing to go. Not one person was laid off in the history of our 72-year company, and the following year, we had double digit growth."

Rhodes' genuine care for his employees seems well reciprocated. In the nomination to PPAI for Best Boss, the employees collected signatures on a giant poster for part of their submission. "If you are in the Bodek and Rhodes family, you ARE family, and are treated accordingly, just as his father and grandfather did when they led the company," said one employee.

When asked about his honor, Mike Rhodes displays the same self-deprecating, down-to-earth personality cited in his nomination: "I'm just a guy who's smart enough to surround myself with people smarter than I am. It's really my dream-team who do the real work. I'm truly flattered and grateful ... and it's another great excuse to celebrate with some cake!" he said with a laugh.

The full article, which includes the full list of 2011 Best Bosses and suggestions on how to handle difficult bosses as well as suggestions for bosses to better themselves is available at [www.ppbmag.com](http://www.ppbmag.com).

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, as well as their full line of wearables and accessories is available at [www.BodekandRhodes.com](http://www.BodekandRhodes.com).

**Bodek and Rhodes**

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Locations: Pennsylvania | California | Florida | Massachusetts | Michigan  
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Mike Rhodes, President of Bodek and Rhodes honored as a 2011 Best Boss

*Bodek and Rhodes*

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