

# #1: Radio Flyer, Chicago



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When Antonio Pasin started Radio Flyer in 1917, his dream was to “bring joy to every boy & every girl.” Today, they continue their dedication to bringing smiles to children and families around the world and to create memories that last a lifetime through their product offering.

Committed to building safe, quality products that spark imagination & inspire active play. From well-known wagons to tricycles, scooters, and other ride-ons, their products can be found in all major toy retailers including Walmart, Target and Amazon.

As a brand that consumers grew up with, they are proud to continue to be part of growing families & dedicate themselves to bringing smiles to children & promoting active play.



Amy Bastuga, Chief People Officer for Radio Flyer in Chicago, talks about the company's success.

**Q:** What makes working at your company so special?

**A:** For over 100 years, Radio Flyer has held a special place in families' hearts. Our brand was built on love and our mission is to bring smiles to kids of all ages and to create warm memories that last a lifetime. There are not many brands that have been a delightful part of people's childhood for generations. Our Flyers understand that this is unique and that the innovative products we design fuel imaginations. This is inspiring and it also comes with a sense of responsibility. Our Flyers are motivated to continue the legacy created by those that went before them for a century.

**Q:** What are one or two specific things your company does to promote employee engagement?

**A:** We connect our daily work to our purpose. Our mission at Radio Flyer is to bring smiles and create warm memories that last a lifetime, and we do this by creating awesome kid's products that inspire active play. We make sure that everyone in the company is passionate about what they do and that they feel they are part of something special. We share customer testimonials, photos, videos and stories on

## Radio Flyer

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Industry: Baby/Kid Products  
Top Local Official: Robert Pasin,  
Chief Wagon Officer  
No. of Employees: 73  
Rank: No. 1, Small Companies  
**No. 3, Best Places to Work  
in Illinois for Women**

a regular basis with Flyers to remind them how their individual efforts directly impact products, sales and customers.

**Q:** Do you have a workplace philosophy?

**A:** Our internal mission as an employer is to deliver the Little Red Rule, which is the promise that we will make our Flyers (employees) feel great every time Radio Flyer touches their lives. This sets the bar high for how we treat people. We believe passionate, talented and committed Flyers are the key to a strong, successful company.

**Q:** How does that translate into your success?

**A:** For over 100 years, Radio Flyer has been powering play and inspiring imagination in kids of all ages as the world's leading builder of wagons, tricycles, preschool scooters and other ride-ons. We celebrate, recognize good work and pride ourselves for having a fun work culture. We show our gratitude through recognition, celebrating our successes, personal milestones and creating our own warm memories at work. We award the “Little Red Rule Award” to Flyers who model our values, and we have numerous “Captain FUNomenal” super heroines/heroes around the office who were acknowledged for achieving outstanding results (yes, they receive a cape!).

**Q:** Who are your role models? How do they play into your philosophy?

**A:** My parents were hard working role models who always wanted the



Radio Flyer's Chief Wagon Officer Robert Pasin tells Flyers they are FUNomenal as they arrive to work.

best for us and did not take their blessing for granted. My father worked in difficult jobs that he didn't like and I remember the negative impact it had. This taught me to work hard and to make sure it is something you enjoy! This guided me away from a career in accounting to human resources. I always enjoyed teaching others and helping others reach their potential. I am extremely grateful for this early lesson, and it is why I love my job and why I am passionate about helping people discover where their talents and passions intersect.

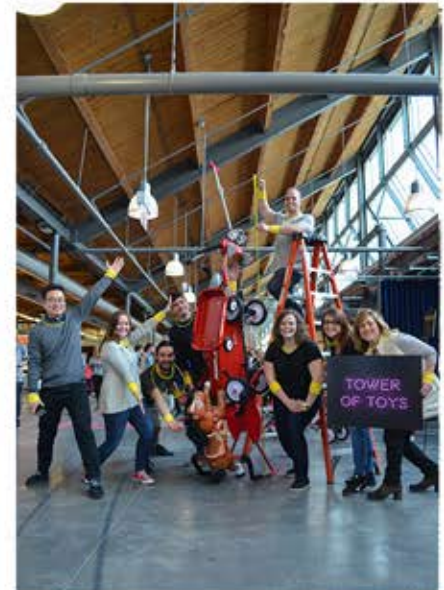
My mom is over 80 years old and still volunteering and serving as the treasurer of her association because she enjoys it. She continues to be a role model of what it means to be hard working and engaged in helping others. (She still lives in Arlington Heights, IL).

**Q:** How has being the Number 1 Best Place to Work in Illinois help you as a company?

**A:** It has helped us to attract top talent! All Flyers participate in the Best Places to Work in Illinois survey process. The employee engagement survey results help us to identify ways that we can partner with our Flyers to continuously get better.

**Q:** What is one thing you think your company could get better at.

**A:** We can always hire top talent faster! <https://www.radioflyer.com/>



Radio Flyer employees, known as “Flyers,” show off a Tower of Toys at the Chicago facility.

content/careers-homepage

We are looking for creative designers and engineers to join our team. We are welcoming our summer 2019 interns and we are already prepping for summer 2020 recruiting. Almost 25% of our current workforce started as an intern at Radio Flyer, and it is a key way we build our team.

**Q:** What are three words that best describe your company?

**A:** Innovative, Purpose-Driven, Fun.