

Dacasso The Winner Of ASI's Annual "Best Places To Work" Contest

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Press release from: [Dacasso](#)



GAINESVILLE, FL – September 1, 2010 – The Advertising Specialty Institute (ASI) announced last week in its Counselor publication that Dacasso is the winner of the 2010 edition of the annual "Best Places to Work" contest. This contest was open to the 3,500 ASI supplier members and 22,000 distributor members worldwide. Dacasso finished ranked #1 overall, and #1 in 5 of the 6 subcategories.

The "Best Places to Work" competition was judged based on in-depth surveys completed by employees at each ASI member company. The surveys were administered by an independent third-party research firm, Quantum Workplace. Employee opinion was monitored in vital operational areas such as team effectiveness, trust in senior leaders, manager effectiveness, and people practices. Dacasso's scores in each category were approximately double the national average.

Dacasso's president, John Farrell, credits this award to individual maturity, and management's commitment to an open-door policy. "From day one we've had an open door policy," says Farrell. "We believe the best contributions and ideas at any workplace come from the employees, and that an open, collaborative environment makes people enjoy coming to work each day." This "Best Places to Work" award comes on the heels of Dacasso's runner-up status in the Fastest-Growing Supplier contest in 2009, and being named as an ASI 5-Star Supplier and an A+ Supplier by SAGE. Upper management at Dacasso feels strongly that this financial success and customer service recognition go hand-in-hand with having a fantastic workplace that encourages collaboration and teamwork.

View ASI's article about Dacasso at www.asicentral.com/asp/open/content/content.aspx?id=5170

About Dacasso

Dacasso is the worldwide leader in the design, manufacturing, and distribution of high-quality leather desk and conference room accessories. From their Gainesville, Florida headquarters, Dacasso designs and ships both stock leather products and custom pieces built to client specifications. Advertising specialty distributors turn to Dacasso for unique, high-end executive gifts. Designers use Dacasso products to enhance their designs and their bottom line. Furniture dealers utilize Dacasso products as up-sale opportunities with their current sales to maximize profitability. Visit www.dacasso.com.

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