



*For Immediate Release*

**Benefits by Design Inc.  
Top 50  
Best Small and Medium Employers in Canada  
For the fourth consecutive year!**

**We rank #26 on the List!**

**Port Coquitlam, BC, November 2, 2010 - Benefits By Design Inc.** is pleased to be named among the Top 50 Best Small and Medium Employers in Canada for the fourth consecutive year. The study, now in its seventh year, is published in the Globe and Mail and PROFIT Magazine, as well as the most recent edition of MacLean's magazine.

"We are delighted to be one of the very few firms who have been members of the Best Small and Medium Employers in Canada for the last 4 years. It is a tribute to everyone in the organization", says Ron Southward, President.

Becoming a Top 50 Best Small and Medium Employer is a detailed and competitive process. This national awards program recognizes top employers with between 50 and 400 employees. This study mirrors the renowned Best Employer in Canada initiative run by partner, Aon Hewitt Associates; however, caters to smaller businesses.

"Even though participation in the studies increased this year, a number of the organizations that appear on the 2011 Best Employers lists have achieved this status before", said Neil Crawford, Aon Hewitt's national Best Employers studies leader. "These employers didn't waiver in their commitment to sustaining and improving high employee engagement, even during tough economic times. They weathered the recession thanks in large part to a highly productive workforce focused on organizational success. The fact that these employers appear again on the 2011 lists indicates that their employees remain committed to the organization, despite having more options available to them in a post-recession economy."

## **Defining Employee Engagement**

Two hundred and fifty-one Canadian employers took part in the 2011 Best Employers studies. Organizations that are selected as Best Employers are based primarily on survey responses from more than 134,000 Canadian employees at these organizations that gauge their level of engagement.

According to Aon Hewitt's definition, employees are engaged when they "say, stay and strive"; they speak positively about the organization to others, are committed to remaining with their current employer, and are motivated by their organizations' leaders, managers, culture and values to go "above and beyond" to contribute to business success. The average engagement score for Best Employer organizations of all sizes was 80 per cent; the average for other organizations participating in the two studies was 59 per cent.

## **About BBD**

BBD is an administered benefits agency that distributes its products and services through independent group-focused insurance advisors to employers and plan sponsors across Canada. As a Third Party Administrator, BBD selects the best components from various insurance suppliers and combines them into streamlined employee benefits plans.

In the past four years, BBD has experienced phenomenal growth, doubling our staff and client base. We have offices located in Port Coquitlam British Columbia, and Kingston and Toronto, Ontario. With the addition of three Regional Vice Presidents, BBD continues to forge new inroads in the Canadian benefits marketplace. Visit our website at [www.bbd.ca](http://www.bbd.ca) or call us at 1-800-668-2295.

## **For media inquiries, please contact:**

Shylo Kennett, Director of Communications  
BBD  
Phone: (800) 668-2295 Ext. 301  
Email: [shylo.kennett@bbd.ca](mailto:shylo.kennett@bbd.ca)