



Phoenix firm treats staff to shopping spree

The 23 employees of Phoenix-based **Creative Business Resources** got something extra in their holiday bonus envelopes last December: \$150 cash for a personal shopping spree.

And they got one December afternoon off—with pay—to spend it.

In fact, they had to spend it—and they *had* to spend it on themselves. Managers told employees to return to the office with receipts for what they bought to show they spent the money on themselves rather than on gifts for relatives and friends.

“It was a day truly for them,” says Aaron Witsoe, the company’s president.

In addition to the \$150, employees also received \$25 each to spend on another employee, and whoever bought the most interesting gift won a prize.

“It’s so hard to find a holiday program where everybody gets to do something they love,” says Witsoe. “That, among other things, lets [employees] know how important they are.”

Contact: Aaron Witsoe at (602) 200-8500 or aaronw@cbri.com