## BEST PLACES TO WORK



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IN WESTERN PENNSYLVANIA – Small company category winner

FIRST PLACE

## DiNuzzo Index Advisors fosters strong work ethic

BY MEGHAN HOLOHAN

bout seven years ago, Carl Hartman was working at Charles Schwab & Co. as a wealth manager and interested in a career change.

He considered going out on his own, but when he learned Beaver-based DiNuzzo Index Advisors Inc. was expanding, he changed his mind. Hartman had worked with P.J. and Mark DiNuzzo while at Schwab and always enjoyed their interactions.

"They are really upstanding guys doing the right thing, very ethical. And so, rather than branch out on my own, I (joined DiNuzzo)," said Hartman, a wealth manager, senior vice president, principal and business development manager, at the 15-person retirement income planning and wealth management firm.

Hartman started in 2007 and his initial assessment of the business proved to be right: the high standards, supportive team environment and strong work ethic were on display.

"To me, the corporate culture is at the epicenter of how strong of a team that we have. Once we had developed our winning culture decades ago, we added like-minded individuals," said P.J. DiNuzzo, president and founder, chief investment officer, chief compliance officer and director of business development. "I am as much of a hands-on team member (as the others)."

Terri Tepsic, DiNuzzo's executive assistant, also likes that the company allows for flexible scheduling and management encourages employees to pursue projects about which they feel passionately.

"He allows me to work with the marketing," Tepsic said. "P.J. is really

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DiNuzzo Index Advisors staff includes, front row, from left, Phyllis Nutz, Renee Foody, Keri Ronacher, Lisa Faulkner and back row, from left, Ken Aikens, Cliff Smith, Michael DiNuzzo, Andy Klassen, Jacqueline DiNuzzo, P.J. DiNuzzo, Terri Tepsic, Mark DiNuzzo, Carl Hartman, Joseph Caufield and Patsy Esposito.

bright, and he knows what someone is going to be good at. He is very good at working with people and their strengths. When he sees that you have a strength, he gives you that job."

Tepsic said that how management handled the 2008-2009 financial crisis shows its leadership's strengths. While business slowed significantly, management made sure no one was fired or laid off. Everyone, including the executive team, cut hours, and if DiNuzzo had to cut any employees' pay, he made sure management also took pay cuts. He initiated a

profit-sharing plan, knowing that when things got better, the employees would enjoy the benefits.

"He made it much easier to handle ... so you weren't stressed as much about what (was) going on with the economy," Tepsic said.

Jackie DiNuzzo, who serves as a compliance officer and is married to Executive Vice President and Principal Mark DiNuzzo, said management's openness makes everyone feel as if they are working together to improve the company.

"That is one thing about P.J.: He's very open with all of us about where the company is going. We've been open 25 years; he's a great leader and motivator, and keeps us all informed of where we are going and (what) our goals are," she said.

But, P.J. DiNuzzo insists DiNuzzo Index Advisors remains a great workplace because of its employees.

"I am not sure how I find these people," he said. "I have some of the most honest, hardworking people."

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