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Business

Farbman Group/ NAI Farbman awarded for social responsibility by the ‘Oscars’ of the business world

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Farbman Group/NAI Farbman, a leader in commercial real estate, has been named a winner in the American Business Awards in the category of social responsibility — up to 2,500 employees.



Rochelle Bolda grabs items to package for soldiers overseas as part of the "Adopt a Soldier" program at the Farbman Group in Southfield.

The company was also named a finalist in the categories of “Top Management Team” and “Best Overall Company.”

Hailed as “the business world's own Oscars” (New York Post, April 27, 2005), The American Business Awards, aka “Stevies,” are the only national, all-encompassing awards program honoring great performances in business.

The 2010 American Business Awards winners were announced on June 21 at a gala at the Marriott Marquis Hotel in New York. Company Co-President David Farbman was on hand to accept the award, which honored a diverse cross-section of American business people, corporations, nonprofits, and government agencies, reflecting every important aspect of business today, from C-Suite executives to support staff; major public companies to emerging start-ups; and customer

services teams to corporate communicators.

More than 2,700 entries were submitted for The 2010 American Business Awards and more than 200 executives nationwide participated in judging to determine this year's finalists and American Business Award winners.

Farbman Group/NAI Farbman has offered real estate services to Southeast Michigan for more than 30 years. The company's services include brokerage, property management, development and construction.

The company's social responsibility plan is multi-faceted. Earlier this year, Farbman partnered with Gleaners Community Food Bank of Southeast Michigan to celebrate "Christmas in January." With one of the highest unemployment rates in the nation, employees understood the plight of Michigan families. The company management team and employees orchestrated a campaign to fill pantries of those in need. Farbman Group employees reasoned that it was important to raise awareness of hunger as a year-round challenge, not just a seasonal need.

In late January, Farbman Group staffed its properties with volunteers to help accept food donations. Working with Gleaners Community Food Bank, employees collected donations during the workday. They utilized locations across southeast Michigan to collect goods, allowing convenient drop-off locations for donors, including properties in Southfield, Troy, Bingham Farms and Detroit.

As a further incentive, the company offered those who donated \$5 or five items a chance to enter to win a flat screen TV. In the end, Gleaners received four trucks of goods like high-protein canned products and individually packaged healthy snacks for kids — the equivalent of 5,000 meals.

Among other initiatives conducted by the company, Farbman Group devoted its 2009 holiday party to Jimmy's Kids, a Royal Oak-based charity that provides toys and clothing to children ages 4-11 years old who are physically or emotionally challenged. Employees donated a total of more than 200 toys as their admission to the company bowling party.

Farbman Group also gathered food and dry goods to send to military men and women overseas for the holidays. They held a friendly-competition between departments to see which department could collect the most items on the soldier's wish lists.

"We have fostered a company culture that's about giving back," added Farbman. "Farbman employees think of others first — that's the way it is."