

[Superfeet named one of country's best places to work](#)

by [BBJ Staff](#)

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[Superfeet Worldwide](#) has been named to Outside magazine's fourth annual "Best Places to Work" list. Superfeet was ranked No. 6 out of 50 selected companies. The full list and related story will be published in the September issue of [Outside magazine](#), available on newsstands Aug. 16.

Outside's "Best Places to Work" project celebrates innovative companies setting a new standard for a healthy work-life balance. The list was compiled with the help of the Outdoor Industry Association and Best Companies Group. The yearlong selection process began with an outreach effort that identified a wide range of nonprofit and for-profit organizations with at least 15 employees working in the United States. Participating companies were then sent confidential employee-satisfaction surveys and employer-questionnaires to collect information about benefits, compensation, policies, job satisfaction, environmental initiatives, and community outreach programs.

"We are deeply honored and excited that our employees' response ranked Superfeet sixth out of 50 companies," LaVonne Gordon, vice president of people, values and culture at Superfeet said in a press release. "Our successful business is a byproduct of having quality people work for us, not the other way around. Most companies treat employees as 'human capital.' They ask, 'What value and contribution do these people bring to our business?' At Superfeet we ask, 'What value and contribution can we bring to our people?'"

Superfeet Worldwide employs close to 100 people in the Pacific Northwest and across the country. The company continues to grow each year and is more than 30 percent employee-owned.