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BUSINESS STRATEGIES FOR DENTAL LABORATORY DECISION MAKERS

Murray Kaizer Dental Lab: You're Part of the Family

Farmington, CT

Owner: Jerry Kaizer

26 employees

While some labs tout a fancy facility or robust benefits package, there's one thing Murray Kaizer Dental Laboratory has that others simply can't match: Owner Jerry Kaizer.

"Jerry is half parent, half boss," says Sabrina Janco, a Sales Representative at the lab who's known Kaizer since 1977. "He looks out for the best interest of the company as well as his 'kids,' striving to teach us how not only to be great technicians and employees, but good people." Considered a father figure by many, Kaizer—who calls his employees the "next generation of the Murray Kaizer family"—goes above and beyond to help his staff. One employee who was struggling with his weight confided in him that he wanted to get healthy but didn't know where to start. So, in lieu of giving him a

yearly raise, Kaizer bought him a year-long gym membership plus a year's worth of personal training. The employee ended up losing 100 pounds!

But it's also the little things that Kaizer does that make everyone at the lab feel like part of his family. He's been known to give people spending money when they're leaving for a vacation, gives each person a turkey for Thanksgiving and lets each employee pick out his own custom birthday cake. He's even guided many staff members through their first home-buying experience, helping them understand loan paperwork and home inspection reports. A job and a second family? Sounds like a pretty good deal. ■



The Murray Kaizer staff celebrates the birthday of Owner Jerry Kaizer (seated).