

work/life TODAY

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WHAT WORKS: IDEAS FROM COMPANIES AROUND THE COUNTRY

Bike rides: The new company picnic

Employees who want to get to Philadelphia law firm Dechert LLP's annual picnic lunch for summer associates have to pedal two to five hours on a rented bicycle—and director of associate recruitment Alberta Bertolino says they love it.

The activity, notes Bertolino, gives potential recruits a chance to socialize with partners and the firm's seasoned attorneys.

About 40 interns and a handful of the firm's 312 lawyers make the trek from Philadelphia to Valley Forge every year—once in the pouring rain.

The trip, which costs about \$75 per participant including bikes and lunch, is “something different” from the firm's usual cocktail parties, she adds.

The Bicycle Tour Co., of Kent, Conn., arranges it. Owner Sal

Lilienthal, who custom-designs each corporate trip, notes that some companies invite families along for a ride that ends at a company cookout.

“It's one gesture a company can make” to include family in corporate activities, says Lilienthal, who notes that May is National Bike Month.

Contact: *Sal Lilienthal, The Bicycle Tour Co., at (888) 711-5368.*

See you there!

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