

## Now Serving Jackson County, Georgia to Support Valued Client

Jackson County is the home of Global's new Pendergrass office—the company's 25th location in Georgia.

This new location offers Global's full spectrum of world-class services, including temporary staffing, temporary-to-hire staffing, direct hire placement, as well as on-site management. Areas of specialization include clerical, administrative, customer service, and light industrial staffing. "Our training center is just a few blocks down the street, allowing us to take full advantage of its resources for both our customers and associates," exclaims VP of Operations, Wendy Brueckner. "It's a win-win situation."



80 Enterprise Drive, Suite 2, Pendergrass, GA

"Initially we identified Pendergrass as an ideal location to support our valued customer, Kubota Industrial Equipment," says Vice President of Sales, April Loudermilk. "It also affords us an opportunity to expand our business into Jackson County. We are

thrilled to be moving into the area."

In addition to transferring recruiting veterans Melanie Moore and Kristin Reinke to the new location; Global Employment Solutions hired sales dynamo, Karla Ozuyaman, to develop new business.

The new office is convenient to both Interstate 85 and Global's Braselton Training Center. Please stop by or make arrangements to see our new facility. We would be happy to show you around. We are located at 80 Enterprise Dr., Suite 2, in Pendergrass, Georgia 30567.

### AREAS OF SPECIALIZATION

- Traditional Temporary Staffing
- Temporary-to-Hire Staffing
- Consulting Services
- Direct Hire Placement
- Executive Search
- On-Site Management
- Employee Leasing (PEO Services)
- Accounting/Finance
- Administrative/Clerical
- Call Center
- Clinical/Pharmaceutical
- Customer Service
- Distribution
- Engineering
- Financial Services
- Information Technology
- Legal
- Light Industrial/Manufacturing

### WHERE WE ARE DOING BUSINESS

Alabama	Illinois	North Carolina
Arizona	Indiana	Ohio
Arkansas	Maine	Pennsylvania
California	Maryland	Rhode Island
Colorado	Minnesota	South Carolina
Delaware	Montana	Tennessee
District of Columbia	Nevada	Texas
Florida	New Jersey	
Georgia	New York	

### CORPORATE INFORMATION

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# An RPO—What Is It and Is It Right For You?

Earmarked to be a \$1 to 1.2 billion dollar market in 2008, RPO (**Recruitment Process Outsourcing**) is the newest acronym to hit the Human Capital Management world.

In its simplest form, an RPO service is the outsourcing of all, or part, of a company's recruiting activities to a third party service provider. The biggest distinction between an RPO and other types of staffing is the word "Process." In an RPO, the service provider assumes ownership of the process. In other types of staffing, the service provider is part of a process controlled by the organization buying their services.

In addition, the RPO service can be position- and time-specific (e.g., 60 new sales reps on a national basis in 4 months) or cover a wide range of positions for an indefinite period of time. Whether the need is for a specific skill set or geographic location, an RPO is the employer's ideal solution to increase candidate flow.

The use of outsourced recruiting (as yet unnamed) gained favor during Silicon Valley's high-tech boom of the 1990's. Companies began looking for alternative solutions to high-priced recruiting fees for difficult-to-find technical specialists. They examined the steps in the recruiting process and began outsourcing only the most difficult tasks that had the greatest value to them. Initial programs consisted of companies paying for high profile lists



of potential candidates, also known as the "search" function.

The use of RPO surfaced following the economic recovery of 2005 and 2006. Employers were profitable and bullish about the economy, so they emphasized filling as many openings as possible with direct hire candidates. Rather than paying high-priced advertising fees for job boards, hiring their own recruiters or paying 30% placement fees, they chose Recruitment Process Outsourcing. This isolated their fees by paying sourcing specialists to contact both passive and active candidates. The specialist incurred the cost for sorting through thousands of resumes and/or locating and recruiting key talent from competitors.

An RPO allows you to benefit from the resources of a large staff of recruiters, their network and industry expertise;

while paying for isolated recruitment processes at a lower cost. RPO solutions also change a fixed investment cost into a variable costs that fluctuates with recruitment activity. Since companies may pay by transaction rather than by staff member, they avoid underutilization or laying off recruitment staff when activity is low. This results in reduced overhead costs, with improved quality, service and speed.

"As a natural extension to all of our current Human Capital Solutions, an RPO offering makes sense for Global," explains Vice President/General Manager Steve Petchel. "With our capability to recruit nationally in a number of industries and skill sets, we are ideally suited to provide this type of service to both our existing and new customers. An RPO offering is custom-designed and can be as small as two on-site recruiters on an hourly basis; to a full blown program that includes best practices in recruiting, onboarding and employee orientation. These programs are priced on both a monthly and individual basis and include target milestones as well."



For questions, comments or inquiries, please contact Steve Petchel at (610) 668-5078 or via email: [spetchel@gesnetwork.com](mailto:spetchel@gesnetwork.com).

## Commemorating 10 Years; Reveals New MVV

Exactly 10 years ago, Global opened its doors by acquiring the first of several companies (TPS, FAST, Mainline, Excell Personnel and Southeastern Companies). Since then, Global acquired Career Blazers, a reliable staffing company of nearly 60 years located in New York, NY; Parsippany, NJ; Washington, DC; and Rockville, MD.

Remarkably, each company that was acquired exhibited a common sense of purpose, or shared business philosophy. Today, that shared business philosophy signifies what Global Employment Solutions has come to stand for.

In commemoration of its 10-year anniversary, Global Employment Solutions revealed its new Mission, Vision and Values (MVV) to make its philosophy

more visible and succinct. As of March 2008, each Global branch office received professionally framed MVV artwork to display in its lobby; and every employee was given a copy to embrace and incorporate into their business decisions.

According to president and CEO Howard Brill, "This goes back to when our founding companies merged into one. We have always followed a mission and a set of rules. This allowed each company to do remarkably well in their local markets, building a reputation for reliability and quality placements. Now, we can be reminded every day what aligns us together as one company."

"The timing has marked a 10-year anniversary for Global Employment

Solutions," exclaimed Chief Operating Officer Steve List. "The values unveiled here today are how we want to be identified in the future. They will guide our behavior towards each other, our customers, associates and stakeholders."

Howard Brill added, "Our people are the life blood of the company. They ensure our success or failure at the end of the day."

"While adopting new standards," the CEO said, "we will still continue to do what we know best— staffing, consulting and employee leasing."

To view our new MVV go to <http://www.gesnetwork.com/About-Global/Culture-MVV.aspx>.

## An Economic Slowdown and Its Impact on Talent Acquisition—What does it mean to you?



Under the threat of an economic slowdown, talent management should be one of your top priorities. Unfortunately, a slowdown does not guarantee that you will retain your brightest employees, or that your organization will be able to easily recruit the talent you need to fill key roles. It just makes dealing with these situations harder. Do you have an effective retention plan? Where will you find top talent if you lose high performers? Now is the time to develop your strategy for retaining and recruiting employees in the challenging times ahead.

Here are a few tips to get you started:

**1. Streamline your recruiting efforts.** When employees are scarce, you utilize a broad range of recruiting tools. Now is the time to focus on recruiting techniques that consistently deliver high-quality candidates instead. Make a list of the recruiting tools you use, and identify the approaches with the best cost per hire ratio.

You will find that utilizing a third

party recruiter is one of the most cost effective ways to find top talent. The expense of advertising, recruiting, interviewing and training is absorbed by the recruiting firm. You don't pay a dime until an ideal candidate is found for you.

**2. Consider the flexibility and access to talent that the staffing industry provides.**

Research shows that strategically utilizing a flexible workforce provides stronger results across a wide range of financial and economic measures. "Firms that increase their reliance on contingent (that is, temporary/part-time) labor experience higher performance because their costs are lower...[with] no increase in systematic risk," concluded a study published by Decision Sciences Journal.

**Temporary staffing** allows you the benefit of increased cost control by preventing you from overpaying your workforce when productivity is slowed. **Temporary-to-hire** arrangements allow employers to observe candidates for a trial period before deciding whether they are a right fit for the job.

**3. Keep the lines of communication open.** News travels fast and quickly transforms into rumors. So if your company releases poor earnings or a crisis hits, inform your employees immediately.

Don't wait for them to read it in the news or on their PDA. Instead, encourage your managers to hold meetings and let employees discuss their fears and/or concerns.

**4. Know what your employees value.** They may care more about flexible schedules or medical benefits more than cash incentives. Instead of downsizing or implementing companywide wage freezes, for example, you can allocate incentives differently. This way your high performers are still rewarded.

**5. Look for opportunities to invest in your best employees.** Take a look at upgrading training; especially for IT professionals. This is a good way to retain the strong performers you value without increasing your unemployment insurance premiums. Discuss career paths, benefits, work environment changes, cash incentives, etc. with your top employees now. Make them feel valued by outlining a plan for increasing their role in the company.

**6. Transfer talented employees to other departments,** instead of downsizing them.

While the current economic downturn won't last forever, your efforts to retain and recruit talented employees for your company will sustain your business for years to come. For more information on how to manage your most valuable asset, human capital, contact your nearest Global office (office locations found at [www.gesnetwork.com](http://www.gesnetwork.com)).

## Newly Redesigned Company Website Unveiled



Global Employment Solutions is excited to announce the re-launch of its website, [www.gesnetwork.com](http://www.gesnetwork.com). The new site features streamlined navigation and design, along with new content and tools to assist both employers and job seekers.

"Our new web site was necessary to make it easier for employers and job seekers to navigate through our site," said Howard Brill, president and CEO of Global Employment Solutions. "We organized our service offerings into three distinct areas: Commercial Staffing, Professional Employment Services and Professional Employer Organization (PEO), and made an overall attempt to better brand our company."

Visitors to the new Global website experience a warm, welcome greeting and are encouraged to explore Global's many service offerings. Navigation throughout the site is immediate and easy to use.

Our new site also features daily, published job listings in an attempt to serve as a destination site for active job seekers. Registered job seekers will be able to look up (and apply directly to) open job assignments/positions, complete a job application, submit resumes, and even view payroll history through our website.

According to Steve List, Global's Chief Operating Officer, "For the first time, we're able to accurately display the broad scope of services we offer under the Global brand."

We encourage you to view our new website, which is currently available at [www.gesnetwork.com](http://www.gesnetwork.com). All comments and/or suggestions are welcome.