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A Positive Outlook for 2009

Taken from *Advisor Perspectives*' "Twelve Pieces of Good News in the Gloom" by Dan Richards

At a lecture I attended a few years back, a prominent professor of business history commented, "There has always been good news and bad news out there. Only two things vary at any given point in time: First, the balance between good and bad news, and second, what people focus on." Here are seven "good news" stories to consider for the upcoming year:

1. The impact of lower oil prices

The dramatic drop in oil prices has put many more dollars in the pockets of businesses and individual consumers. No matter how dire economic prospects might appear, they'd be much worse if oil was still at \$150/barrel.

2. A return to the old virtues among banks

At one time, banks stood for prudence, risk management, oversight and transparency. It's clear that too many banks got away from these principles – and also clear that we're seeing a return to these traditional virtues that will ultimately leave the banking system stronger.

3. Strong political leadership around the world

The challenges we're facing today will test the leadership of all of the major economies. The good news is that it's difficult to remember a time when we had leadership that was stronger and more collaborative and open to new directions than we see today with Gordon Brown, Angela Merkel, Nicolas Sarkozy and Jean-Claude Trichet of the European Central Bank in Europe; Barack Obama, Ben Bernanke Tim Geithner, Paul Volcker and Larry Summers in the United States; and Hu Jintao in China and Manmohan Singh in India.

4. Catching up on infrastructure

Increasingly, consensus is forming on using this opportunity to upgrade our infrastructure, just as happened in the 1930s. These investments are badly needed - providing this money is targeted correctly on upgraded transit, roads, bridges and airports that will ease congestion and improve productivity, we will see the payoff from this for decades to come.

5. A reality check on spending and saving

The retail industry is facing a shake-out over the next six to twelve months. Americans are now moving back to more prudent income-based lifestyles.

6. Pruning of weak players

While it's intensely painful if you have the misfortune to work for or invest in one of these companies, a key reason that the U.S. dramatically outperformed every other major economy in the 20th century was its flexibility, adaptiveness and willingness to allow losers to die. Whether in the automobile industry, retailing or banking, consumers will be better off and the economic system will be stronger when marginal companies are consolidated into stronger survivors.

7. The continued payoff from technology

Since the commercialization of the internet in the mid 90s, we've seen hundreds of billions of dollars invested in the technology that permeates our personal and work lives. While this technology has led to compressed margins and severe pressure on some industries (think travel agents and newspapers, for example), on balance it continues to be a huge driver of increased productivity in all industries.

Few have had as many quotes attributed to them as **Winston Churchill**. One of his expressions is especially relevant right now:

"Pessimists see problems in every opportunity. **Optimists see opportunities in every problem.**"

The Time of Year to Give and Celebrate...

How CASA Members Celebrated the 2008 Holiday Season...



BULLHORN

“Bullhorn celebrated 2008 with a party at The Market in downtown Boston. We had a great time as we celebrated a successful 2008 in growth. Along with the success of Bullhorn’s employee growth, we had a very successful year as we reached over 15,000 users, including the partnership with Apex Systems in Glen Allen, Virginia. We’re excited about what 2009 has in store for Bullhorn, including our push in the international staffing market! Good luck to everyone for a successful and prosperous 2009!”

JustinBradley

Financial Recruiting firm JustinBradley banded together with 25 other Washington companies to buy holiday gifts for hundreds of underprivileged kids. Altogether, they raised \$25,000 in gifts and gave away 30 bicycles. Pictured here are representatives from some of the participating companies and Beth Monroe (center right), CEO of JustinBradley.





“We’re just going to dinner,” CityStaff President Judy Chudars told the CityStaff team. However, the entertainment of the night ended up being “A Christmas Carol”- starring CityStaff.

“CityStaff was looking forward to their holiday celebration, having no idea of what was to come. As we enjoyed our signature drink of pink champagne and

exchanged Secret Santa presents in the lobby of our office, we heard a knock on the door. We were greeted by a man dressed in 19th Century attire. He introduced himself as Scrooge and informed us that we would be visited by three spirits: The Ghost of Christmas Past, The Ghost of Christmas Present, and the Ghost of Christmas Yet to Come.

A few minutes later, there was another knock on our office door. In entered a young woman dressed in a white hoop dress, a white wig, and lots of glitter. She introduced herself as the Ghost of Christmas Past. She joined our conversation and chatted with us about CityStaff and 2008. We all agreed that we will happily leave 2008 in the past and our Ghost prompted us to bundle up and head outside. After receiving many strange looks from passersby, we exited our building and were met on the corner of 17th and K by a limousine. The Ghost of Christmas Past bid us farewell.

We entered the limo and enjoyed some more champagne. Not knowing where we were off to or what to expect, we were surprised when we stopped in front of one of our favorite clients, City Club. We exited the limo and headed inside. After being ushered to a private room, we saw our next visitor, the Ghost of Christmas Present. Dressed as a Christmas tree, complete with ornaments, garland, and a star on top, she was surrounded by presents. We enjoyed some appetizers and opened our gifts. When the time came to say goodbye, our Ghost led us back to our limo.



Waiting for us in our limo was The Ghost of Christmas Yet to Be. Dressed in a white suit with top hat and cane, he knew us all by name and discussed our professional and personal hopes and wishes for the future, stating that all our futures looked bright. He took us on a tour around DC, visiting the Capitol, the Washington Monument, and the World War II Memorial. We took pictures at each, enjoying the mild evening and our beautiful city.

We hopped back in the limo and continued on to our final destination. Our Ghost said goodbye and we found ourselves at Bistro Bis in Capitol Hill, where we enjoyed dinner together. It was truly a magical evening.”

What *is* that?

Ellen de Bremond, President of DiversityServices Inc. sent us this year's holiday card. The CASA Board wondered what these were and Ellen told us, "They are Christmas tree worms (on brain coral). I took these photos in Little Cayman. Many of my clients called to ask what they were- and where I took the photos. It was a great way to get clients to call!"



“Our Gaithersburg, Baltimore and Tysons Corner offices get together for our annual night of catching up and fun. Every year we rent out a private room in Chiapparelli’s, which is in the Little Italy section of Baltimore.”

CASA WINS TWO NATIONAL STAFFING AWARDS

At American Staffing Association's National Conference in October, our Chapter won the following prestigious awards:



Chapter Merit Award for Outstanding Programs

CASA was voted best in the country for training and development programs for its members.

Award for Outstanding Legislative Efforts

CASA was recognized for taking positive and effective steps to make sure legislators understand the role of flexible jobs and how the staffing industry benefits the economy. These steps included face-to-face meetings, testimony at legislative hearings, letter-writing campaigns, state Capitol Hill days, and other political activities.



CASA President Threase Baker (center) accepts two ASA Awards from ASA Chairman Linda Carchibaldi and ASA President Richard Wahlquist

The Capital Area Staffing Association (CASA) is an affiliated chapter of the American Staffing Association (ASA). CASA promotes legal, ethical and professional practices for the staffing industry and serves as the voice in state efforts to communicate industry matters. Become a member today.

CASA Membership Form

[click here](#)

How Being a Member of CASA Benefits You:

Geographically - CASA effectively represents the interests of the industry in the DC metro area.

Our Industry - It is a business investment to promote a free enterprise environment; positive public opinion; education; and legal, ethical, and professional practices for the staffing industry.

You and Your Business - Provides information and networking opportunities so that staffing professionals stay updated on important state and local business issues and trends.

You and Your Staff - Staffing professionals can improve their performance through chapter-sponsored, high-powered educational and career development programs.

You and Your Customers - Customers ascribe a higher level of quality and professionalism to staffing firms that are members of the industry's trade association. Your membership demonstrates to customers that you're a key player in the industry and that you are serious about providing excellent service.

Company Snapshot

President: Beth Monroe

Employees: 12

Founded: 2002

Staffing Focus: Accounting & Finance

Headquarters: Washington, DC



When you first heard their name, you may not have recognized it, but many in the financial community have known them for years. Altogether, JustinBradley's founding management team has more than 50 years of business advising and consulting experience with credentials in founding and leading companies, strategic planning and sales and marketing.

JustinBradley was formed by three Partners in 2002: Beth Monroe and Khristie Andrus came from local financial recruiting pioneer Don Richard Associates and Andrew Chase, a Wharton MBA, came from Booz Allen. JustinBradley's CEO Beth Monroe has been in the staffing industry for over two decades. She was President of Don Richard Associates, and prior to that, came up through the ranks under administrative staffing originator Helga Tarver of Telesec (now CoreStaff). After the sale of Don Richard Associates, Beth knew was she ready to start a new company. In 2000, she approached Khristie, whose experience comes from sales, operations and marketing at Don Richard, and Andrew, whose knowledge of government contracting, contracts, proposals and finance rounded out the founding team.

JustinBradley focuses on positions for accountants, financial analysts, and MBAs, allowing them to work on more complex opportunities and build deeper relationships with their financial candidates and clients. The firm's goal is to provide the credentials and services of a retained search firm, the creativity and big-picture thinking of a large national firm, and the devotion to client satisfaction that that only a local, nimble, driven-to-succeed company can provide.

Since 2002, JustinBradley has quadrupled in size with offices in Tysons Corner and 17th and I Streets downtown. The firm is considered a leading resource in financial staffing and recruiting in the Washington, DC area, and has won several business awards, including:

Bravo! Business Achievement Award



The Helios Apollo Award



SmartCEO Future 50 Company to Watch in Washington



If you would like your company highlighted in a future *CASAForward* newsletter, please contact Khristie Andrus at kas@justinbradley.com



CASA has Launched its LinkedIn group!

What is LinkedIn Groups?

LinkedIn Groups allows you to join and organize communities of professionals who share a common experience, passion, interest, affiliation or goal. LinkedIn Groups features offer members a private space to strengthen old business contacts, and to be introduced to new ones. The space offers a forum for topics to be discussed and solutions to be discovered. Group members are also able to communicate freely with one another through LinkedIn messaging.

Join the group. Click here: <http://www.linkedin.com/e/gis/1730887>

CASA Events & Training Calendar- First Quarter

All CASA meetings are held at the St. Gregory Hotel, 2033 M Street, NW, Washington DC 20036

February 11th

Social and Professional Networking: Understanding and Utilizing Emerging Technologies

Presented by CareerBuilder

8:00am registration, program from 8:30am - 11:30am

cost: \$25 members, \$30 nonmembers

March 24th

Mergers & Acquisitions - How does the current economic environment impact the value drivers and stability of my enterprise?

Presented by Melanie McFadden, Partner at Childs Advisory Partners

8:00am registration, program from 8:30am - 11:30am

Staffing Industry Insurance- presented by Bill Secinaro, VP and Chief Marketing Office at American Staffing Assurance Company

cost: \$25 members, \$30 nonmembers

March 31 - April 1 ASA's Staffing Law Conference

See calendar at www.staffingtoday.net

Washington, DC - Marriott Metro Center

April 27th Cashing in on LinkedIn for Recruiters

Presented by Mike O'Neil, CEO and Founder Integrated Alliances

8:00am registration, program from 8:30am - 11:30am

cost: \$99 members, \$110 nonmembers

May Lunch (date to be determined) Ten Easy Steps to a Perfect Resume

Presented by Carolyn Thompson, Author, Staffing Company Entrepreneur and Pinnacle Society

11:30am - 1:30pm