



CASA *Forward*

Capital Area Staffing Association Newsletter

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Working with the Federal Government by Khristie Andrus

In case you haven't heard, the government is hiring! With information technology updates, newly formed agencies and programs like TARP being created, the federal government needs to hire people. Recently, the President of Centre Consulting, Inc. Barbara Kinosky, spoke to CASA members about how to do business with the federal government. With over twenty years of experience in federal government contracts, Barbara's credentials include being the head of a government contracts practice group at a major law firm, co-author of *Boot Camp for GSA Contracts* and is a guest columnist for the Washington Business Journal. If you didn't have a chance to attend the program, here's an overview of her CASA presentation:

GSA Schedules (also called Federal Supply Schedules and Multiple Award Schedules) are a form of a Government-wide Acquisition Contract. There are several types of schedules your company can consider when applying for a GSA schedule including:

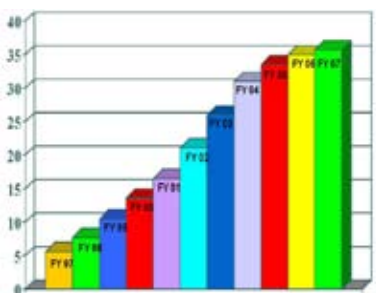
Schedule 70—IT Products and Services
 MOBIS –Management Consulting Services
 TAPS –Temporary Services (small businesses only)
 FABS - Financial and Business Solutions

As with anything, there are certain advantages and disadvantages to each type of agreement (schedule) with the government. Some of the disadvantages can include government rights to audit, having to follow a whole new set of rules than you're used to and profit margins may be compromised due to rate suppression.

There are advantages, though. Competition has become streamlined through GSA ordering procedures, which have become more flexible with technology like GSA Advantage and E-Buy. If a company can overcome the challenges of getting a GSA Schedule, the business opportunities can be great. Last year, there was more than \$16.4 billion in sales under the IT Schedule alone. Management consulting services (MOBIS), the next most popular schedule, experienced sales of \$3.6 billion in 2007.

For more information or help applying for a GSA Schedule, you can contact **Barbara Kinosky** at trainers@centreconsult.com.

10-year GSA Schedule Purchasing Growth in \$Billions



1997 to 2007

Barbara Kinosky is the President of Centre Consulting, which is located at 1953 Gallows Road in Vienna, VA. www.centreconsult.com

COMPANIES ARE HIRING! by Barb Bruno, CPC, CTS

I just returned from a conference and found it interesting to hear many of the attendees making this statement: “No one is hiring.” Think about what they said for just a minute. If they truly believe that no one in the world is hiring, how many job orders, contracts or temp assignments do you think they are writing?

When I asked the group how much of their day was spent focused on marketing efforts, the answer was less than 15%. It’s not surprising that their job order flow is not increasing. If your job order flow is low, you need to spend the majority of your day making marketing calls. You can’t just sit there waiting for business to be called in to your office. You need to become extremely proactive and get out there and hunt business down!

Most recruiters earn 75% of their income from less than five clients and therein lays the problem. Your goal should be to have 10 key accounts who call you first when they have an opportunity they need to fill and 20 back-ups accounts who know who you are and what you do. They may not call you first, but you are beginning to form a working relationship with them. If you want to jump start your job order flow, here are some tips you can implement TODAY:

TIP ONE:

Call the past 2 to 3 employers of every candidate you interview. (You have inside information on this company from your Interview which makes this a WARM CALL vs. Cold Call) “I just interviewed someone who worked for your company in the past. I represent the top talent in your industry and also represent the best companies. After learning _____ and hearing how positively they talked about your company, I just had to pick up the phone and see what steps I need to take to become one of your resources.”

TIP TWO:

Conduct 3-6 Reference Checks daily and turn every reference check call into a Marketing Presentation. For Example: “You obviously know the last question I’m going to ask you. You have had a chance to see how thorough I am when I represent a candidate for my clients; I would like to provide the same service for your company. Are you the person who makes that decision? If not, would you transfer me to the person who does?”

TIP THREE:

Review where your office has made PLACEMENTS during the past 6 months. If you duplicate those orders, you already have the candidates in your database. The BEST candidates always surface AFTER the job order or assignment has been filled!

TIP FOUR:

Market a candidate every day. Ask the individuals you interview to identify the top five companies they would target. You will hear the same names often which helps you identify the “hot companies” in the market. You would then call and say “I normally would be calling my top clients right now because they always want to hear if I’m representing someone who (GRABBER on your Candidate). When I asked this person where they wanted to work, they mentioned your company. I’ve learned when I can place someone in a position within their dream company, they truly excel. What would it take to get the two of you together?” You are presenting this candidate as a “sampling” of the top talent you represent. If they do not have a current opportunity, try to determine their greatest hiring challenges!

TIP FIVE:

Create a Client Referral Program but assure your current clients that they are NOT providing you with their competition. Their job orders and assignments would always remain a top priority because they are an established client. When we began providing a \$500 gift certificate to a place of their choice or donating \$500 to their favorite charity in their name, our client referrals tripled. You only pay for a client referral if they refer someone who actually HIRES from you, so this is always a WIN for you. Referred business is the fastest business because there is an inferred level of trust.

Follow these give tips and spend more time focused on marketing and your Job Order flow WILL increase along with your production and income!

Meet the 2009 Capital Area Staffing Association Board



Threase Baker
2009 President
threase.baker@abbtech.com



Robin Mee
Programs Chair
Past President
robin@meederby.com



Drew Hudson
Treasurer
Past President
dhudson@thechoiceinc.com



Ellen DeBremond
Secretary
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Eliza Deang
Association Administrator
elizacasa@mail.bullhorn.com



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sgallagher@cfstaffing.com



Barry Baines
Membership Chair
bbaines@bullhorn.com



Donna Veneziano
Community Service Chair
dveneziano@sparkspers.com



Marjolein "Mar" Kuhlkin
Industry Partner Relations Chair
mar.kuhlkin@us.randstad.com



Khristie Andrus
Newsletter Chair
kas@justinbradley.com



Michele Baker
Webmaster
michele.baker@abbtech.com



Robb Mulberger
Member At-large
mulberger@nri-staffing.com



COMPANY SNAPSHOT

President: Kathleen C. Baker
Employees: 642
Founded: 1992
Staffing Focus: IT, Technical, Professional, Administrative and PIV
Headquarters: Sterling, VA



Founded in 1992, ABBTECH Staffing Services has quickly become one of the most successful woman-owned small businesses in the Washington, DC metropolitan area. The company is headquartered in Sterling, VA and in 2003, they opened a second office in Landover, Maryland.

ABBTECH specializes in Information Technology, Technical, Administrative, Professional and PIV (HSPD-12) disciplines. ABBTECH's recruiters and sales personnel have worked in the staffing industry cumulatively for over a century, supplying personnel to Fortune 500 companies as well as small and medium businesses and government clients.

Recently, GSA certified ABBTECH as a provider of Personal Identity Verification (PIV) enrollment and card activation and finalization managed services, under Homeland Security Presidential Directive 12 (HSPD-12). Services provided by ABBTECH include the ability to staff and service PIV enrollment centers nationwide, verify identity of applicants, collect, safeguard, and securely transmit personal and biometric identification of applicants, and activate and distribute PIV cards to applicants in accordance with Government regulations.

ABBTECH is closely affiliated with organizations such as the American Staffing Association (ASA), the Capital Area Staffing Association (CASA), the Society for Human Resources Management (SHRM), National Association of Computer Consultant Businesses (NACCB) and DiversityBusiness.com. In addition, Threse Baker, Vice President of Operations currently serves as President of the Capital Area Staffing Association and is on the Board of Directors for the National Association of Computer Consultant Businesses.

ABBTECH's superior service to the industry has earned the company numerous awards and recognition. Recently, ABBTECH was given the rating of "Exceptional" on a GSA schedule audit, the highest rating a contractor can receive. ABBTECH has also been named:

- Top 500 businesses in the Country - DiversityBusiness.com
- Top 100 woman-owned business in Virginia - DiversityBusiness.com
- Top 100 privately held businesses in Virginia - DiversityBusiness.com
- 2004 Small Business of the Year - Department of Treasury
- 2006 ASA's National Staffing Employee of the Year

ABBTECH prides itself on its ability to provide clients and employees with the highest level of quality service with fairness, honesty, integrity and excellence, while growing a responsible and respectable organization.

Industry Partners

Products and Services for the Staffing Industry

CASA Platinum Sponsor

Staffing and Recruiting Software

BULLHORN

Bullhorn

www.bullhorn.com

Tony Merlino

(617) 478-9183

TMerlino@bullhorn.com

BULLHORN

Staffing and Recruiting Software, On Target, On Demand

CASA Gold Sponsor

Marketing, Communications & Web Design for Staffing Firms

Haley Marketing Group

www.haleymarketing.com

David Searns

(888) 696-2900

dsearns@haleymarketing.com



CASA Silver Sponsor

Health Plans for the Staffing Industry

Essential StaffCARE - IAG Benefits

www.iagbenefits.com/eschome.htm

John Walters

(864) 527-0474 x103

johnwalters@iagbenefits.com



CASA Associate Sponsor

Financial Services for Staffing Firms

Capital Temp Funds

www.capitaltempfunds.com

Robert Derbabian

(212) 887-7942

rderbabian@capitaltempfunds.com



Bulletin Board

CASA quoted in *The Washington Post*

Robin Mee, CASA past president and President of Mee Derby & Co., was quoted in the April 19th edition of *The Washington Post* in the article, “**Temp Jobs Can Be Your Ticket to a Full-Time Gig.**”

Many temp jobs have evaporated in recent months, with a 27 percent reduction, or 644,000 jobs nationwide lost from March 2008 to March 2009, according to the Bureau of Labor Statistics. The Washington Post asked Robin to comment. She said, “The Beltway is ‘somewhat insulated,’ and staffing firms that place in government agencies and key contractors may see some increased demand from federal bailout programs. It’s a wonderful way to get working fast. Taking a temporary job is a great transition point after a layoff.”

Join the Group!

CASA has a **LinkedIn** Group!

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

CASA has a **facebook** Group!

Click here: <http://www.facebook.com/group.php?sid=8ab17a5730e0037508b1dc89b3addb1a&qid=81478546432&ref=search>

NEW! COMING SOON!

CASA's new web site will be:

www.capitalareastaffing.org

Local and national **staffing news, programs and events.**



What's your Recruiter IQ?

Take the test for fun:

Click here: <http://www.bullhorn.com/dlp/WEBSITERIQ2>

Capital Area Staffing Association EVENTS & TRAINING CALENDAR

All CASA programs (unless noted otherwise) are held at:
St. Gregory Hotel, 2033 M Street, NW, Washington DC 20036

May 19th **Making Every Resume Sendout Count....Ten Foolproof Steps to Sending your Client Perfect Candidates** by Carolyn Thompson, Author, Staffing Company Entrepreneur and Pinnacle Society
Are you On-Board with Labor Laws and Compliance Issues? by Diane J. Geller, Esq.
8:30am - 11:30am

September 10 **National Staffing Employee Week Banquet**
William Stoller, ASA Chairman and Co-founder and Vice Chairman of the Board of Express Services, Inc.
Registration: 5:30 pm

October 20-23 **Staffing World Conference 2009, Orlando, FL**

Parting Words from the President



The economy continues to be a concern for all. Many report they are holding their own and several are uncertain. Some take the opportunity to improve their business processes, branch out into other industries or just take a different look at the way they do business. Be sure to reach out to your fellow CASA members for support. I recently received the following advice from various sources and want to share it with you:

1. In any crisis, someone profits.
2. Take your dignity to work.
3. Help others build communities through our businesses.
4. Keep expenses in line with revenues.
5. Keep doing your homework -- check things out before acting.
6. Stay in touch with your clients/customers. Their wisdom will tell you a lot.

Have a happy Spring!

Threase Baker, President