



CASA Forward

Capital Area Staffing Association Newsletter

INSIDE:

Letter from the President
Threase Baker

Member Spotlight:
MEE DERBY & CO.

Industry Trend:
Candidates Use Gimmicks
to Find a Job

Bulletin Board

Industry Partners

LETTER FROM THE PRESIDENT

Hi Everyone,

I hope this letter finds you happy and healthy. Yes, the economy continues to be a concern for all - these are "unusual" times. It seems everything we see and hear is gloom and doom. I am more of an optimist and like to surround myself with positive things. Don't misunderstand; I do pay attention to the news and what is going on. We also adjust our business model as needed. I feel we need to keep things in perspective and think of all the GREAT and positive things we have going on. Here are some things that make me feel good and help me stay positive: family, friends, a great glass of wine and the smell of fresh cut grass. This issue is about positivity! I hope you enjoy this issue of CASA Forward and thank you to Khristie Andrus for making this issue happen.

Take care,
Threase



Threase Baker
2009 President

threase.baker@abbtech.com

Our industry partners are vital to our association and we are thankful for their support and participation. Please take a look at their web sites or call and talk with them about their products or services. They are listed on page 5.



MEE DERBY & COMPANY

COMPANY SNAPSHOT

President: Robin Mee
Employees: 6
Founded: 1990
Staffing Focus: Staffing Industry Professionals
Headquarters: Bethesda, MD



Mee Derby was founded as Robin Mee and Company on December 15, 1988 and incorporated as Mee Derby and Company, Inc. in 1990. Robin Mee is Founder, President and Managing Executive Recruiter.

Mee Derby is one of a handful of companies in the United States that staffs the staffing industry nationwide. According to the 2009 Staffing Industry Supplier Directory, Mee Derby is one of the oldest and largest “Recruiters for the Staffing Industry” with six employees between the Maryland corporate headquarters and two regional offices.

Mee Derby offers contingency, partially retained, and retained search services for permanent openings and fills consulting positions. Their focus remains to be placing Executives, Managers, Salespeople, and Recruiters in three staffing related industries: Staffing Services, Professional Services and Human Capital Management.

Mee Derby’s goal is to help client companies find and hire the best employees. The firm believes that creating *shared vision* is the best approach for building successful relationships between the company, its clients and its candidates. *Shared vision* matters most when the client and candidate can unite to work together with mutual purpose and common goals. The Executive Recruiters at Mee Derby seek to find these combinations, where *shared vision* is a natural outcome. They search endlessly for perfect fits. And, in time, they create winning teams.

Mee Derby’s Recruiting Team:

Eliza Deang, Robin Mee, Kim Whiteley



Jill Balick



Melissa Pierce

Robin Mee is Founder, President and Managing Executive Recruiter of Mee Derby. She is a nationally recognized expert in the staffing industry who presents regularly at industry events. Robin serves on the Board of Directors of the Capital Area Staffing Association (CASA) as Past President and Program Chair. At the American Staffing Association (ASA), Robin is a member of the Recruiting and Placement Policy Council, and the Education and Certification Committee. Mee Derby is an active member of ASA, CASA, Maryland Recruiters Association (MRA) and is a corporate member of Staffing Industry Analysts.

CASA Member Spotlight - MEE DERBY & CO.

4836 Rugby Avenue, Bethesda, MD 20814

1-800-Mee-Derby www.meederby.com

Candidates Use Gimmicks to Catch Potential Employers' Eye

NEW YORK - Job seekers are using unusual gimmicks to grab the attention of potential employers, such as in one case, sending a shoe along with a resume to get a "foot in the door," according to a new survey released Wednesday.

Nearly one in five hiring managers report seeing more unconventional tactics this year, compared with 12 percent who said so last year, according to the study by CareerBuilder.com.

Faced with the highest unemployment in 25 years, candidates are trying a variety of tricks, including:

- handing out resumes at stoplights
- washing cars in a company parking lot
- staging a sit-in in a company lobby to demand a meeting with a director
- sending a cake designed as a business card with the job candidate's picture on it
- handing out personalized coffee cups
- going to the same barber as the company chairman to ask the barber to speak on his behalf

"The search for employment is taking longer and is more competitive than it has been in past years," said Jason Ferrara, senior career adviser at CareerBuilder. "To compensate, some candidates have turned to extreme tactics."

But, he cautioned: "While unusual job search antics may attract the attention of hiring managers, they need to be done with care and professionalism so that candidates are remembered for the right reasons."

The online survey was conducted for CareerBuilder by Harris Interactive among 2,543 full-time hiring managers and human resource professionals between February 20 and March 11, 2009.



SUMMER BULLETIN BOARD



Photo courtesy of Michael Reamy

◀ Beach Vacation Time!

For those of you heading to the Eastern Shore, check out this photo of a 5-foot shark caught and tagged by marine biologists in Rehoboth this past weekend!

Top 10 Kids Summer Events in DC

1. Memorial Day Parade
2. Imagination Bethesda
3. Celebrate Fairfax
4. Alexandria Waterfront Festival
5. Childrens Theater in the Woods
6. DC Caribbean Carnival
7. Fourth of July Celebrations
8. Strathmore Backyard Theater
9. County Fairs in MD and VA
10. Maryland Renaissance Festival

Top 10 Events for all Ages in DC

1. Visit one of the Smithsonian Institutions (comprised of 19 museums and the National Zoo)
2. Tour the National Monuments and Memorials
3. Tour the Three Houses of Government
4. Take a Walk Through Georgetown
5. Ride a Bike along the C&O Canal
6. See a Show or Concert at the Kennedy Center
7. Attend a Concert at Wolftrap Farm Park
8. Take a Hike at Great Falls Park
9. Explore Mount Vernon
10. Take a Walking Tour of Old Town Alexandria

Outside of the traditional events, you can:

1. Visit Madame Tussaud's Wax Museum
2. Take the Old Town or Capital Hill Food Tour
3. Take a segway tour of DC- so much fun!

**BE SURE TO TAKE SOME TIME FOR YOURSELF!
HAVE A GREAT SUMMER!**

CALENDAR

August 14

Nominations for Employee of the Year DUE (email your firm's entry to sgallagher@cfstaffing.com)

August 17

Employee of the Year Winner Selected

September 10

National Staffing Employee Week Banquet

ASA Chairman Bill Stoller at St. Gregory Hotel, 2033 M Street, NW, Washington DC 20036

Registration: 5:30pm

Sept. 14 - Sept. 20

National Staffing Employee Week

October 20-23

Staffing World Conference 2009, Orlando, FL

www.staffingtoday.net

December

CASA Board 2009/2010 Planning Dinner at St. Gregory Hotel, 2033 M Street, NW, Washington DC 20036

THANK YOU TO OUR 2009 INDUSTRY PARTNERS

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



Have a great August!