



CASA Forward

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Employee of the Year Honored

Each year, the Capital Area Chapter of the American Staffing Association (CASA) asks Washington area staffing companies to nominate a temporary employee who made significant contributions to their company, clients, the staffing industry and the DC region.

This year's winner, **William Omondi of Sparks**, was honored at the annual banquet on September 11th at the St. Gregory Hotel in Washington, DC. American Staffing Association Chairman Linda Carchidi delivered the keynote speech.



2008 Employee of the Year
William Omondi
Sparks

Susan Gallagher of CFS oversaw the contest, "William Omondi exemplifies the goals of staffing services. He has consistently represented Sparks as its first ambassador in several key accounts. William has traveled the Beltway on a variety of accounting positions that have afforded him critical, hands-on experience."

While working hard to establish his career here in the United States, William has not forgotten those suffering from extreme poverty and illness in his homeland of Kenya. He and his wife, Liz, established a non-profit

organization to fund a secondary school system in his home village. The construction of Konya Secondary School (currently underway) will provide continuing education at a reasonable cost to local families, especially benefiting the underprivileged girls and HIV/AIDS orphans of the region.

The first runner-up was **Baromi Dennis of JustinBradley**. Baromi served eight years in the Marine Corps Reserve and used temporary consulting projects as a way to establish his career in accounting. At his most recent work assignment, the Director of Finance said of Baromi, "He inspires confidence in his ability to grasp concepts. Beyond his work skills, his personality is magnetic and he puts people at ease by simply being himself."



2008 Runner-up
Baromi Dennis
JustinBradley

The second runner-up was **Roxanne Alves of Advantage HR**. Roxanne has excelled as a Receptionist/Customer Service Representative. She is always flexible to work for last minute, same day assignments -sometimes pulling a double shift when needed. Roxanne has proven herself to be extremely dependable and hardworking, and clients often request her by name!

Congratulations to the 2009 winners!



2008 Runner-up
Roxanne Alves
Advantage Human Resources

2008 CASA Employee of the Year Awards

The St. Gregory Hotel

September 11, 2008



ASA Chairman Linda Carchidi presented CASA Past President Robin Mee with a President's award.



ASA President Richard Wahlquist and President of NRI Robb Mulberger catch up.



Justin Bradley Consultant and Award Runner-up Baromi Dennis talks technology with Barry Hinckley, President of Bullhorn.



Susan Gallagher of Creative Financial Staffing and Carolyn Thompson of CMCS enjoyed the evening.



NRI's Robb Mulberger and Sparks' Donna Veneziano talk with staffing industry service providers.



Jennifer Boykin and Lorri Leporatti represented Creative Financial Staffing.

Letter from the President

Threase A. Baker



Hi, everyone,

Welcome to our first installment of CASA Forward! We are very excited about our newsletter and the other great things going on with the Capital Area Staffing Association and our members. For example:

- ▶ Khristie Andrus joins the CASA board as our Newsletter Chair – Welcome aboard Khristie!
- ▶ The ASA Conference is at the end of October – please register today!
- ▶ CASA Celebrated CASA Employee of the Year (see article on page 1). Thank you to Susan Gallagher for her coordination and planning of the this event.
- ▶ Robin has 4 training/informational sessions planned in October, November and December (check out page 4 for details).
- ▶ Look for our new web site in the coming weeks.
- ▶ Share ideas, ask questions using our CASAListServ (CASA@list server.americaneagle.com).

As you know the economy is on shaky ground and the impact to our business and industry is unknown. We must lean on each other for support and information. Talk with your fellow CASA members, our sponsors and let's work together to get us through this challenging time.

Take care,
Threase

2009 CASA Board

Threase Baker President	CFO/Treasurer Drew Hudson
Program Chair Robin Mee	Secretary Ellen DeBremond
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BECOME A MEMBER OF CASA!

The Capital Area Staffing Association (CASA) is an affiliated chapter of the American Staffing Association that serves as the voice of the staffing industry in communications with state and local association members, legislative leaders, regulators, news media, businesses, employees, and residents. CASA promotes the interests of the industry through legal and legislative advocacy, public relations, education and the establishment of high standards of ethical conduct.

CASA Membership Form

[Click here](#)

CASA has a new President, a new Board and a new newsletter! Thank you to the many of you who submitted entries for the newsletter title contest. The winner is "*Casa Forward*" from **Ellen de Bremond (right) of Diversity Services Inc.**



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Recap

from **STAFFING SUCCESS** magazine June 2008 issue

ASA Launches “Why Staffing?” Ad Campaign

In today’s changing business climate, staffing firms are stepping up their sales and marketing efforts to promote the value they provide to businesses. The ASA has developed some tools to reinforce key messages that resonate with clients - flexibility and access to talent.

Here are some of the resources they’ve designed:

- Ready-made marketing tool kit, including industry fact sheets, speeches, media guide and tools to grow your business
- Marketing brochure that highlights key campaign messages
- Member of ASA graphics and logos to show your commitment to ethics and professionalism in the staffing industry
- “Why Staffing?” and “Why ASA?” online banner ads for your web site

Become an ASA member at www.americanstaffing.net

Staffing Holds Steady

Amid articles about the causes and effects of economic recession, reports about steady temporary employment figures and record-breaking sales tallies from ASA demonstrated that, for its part, the staffing industry has maintained its composure and continues to contribute to the nation’s economy and labor market.

Economic uncertainty may actually bump up staffing business, according to one economics expert cited in the *Clarion-Ledger*. “Because of the uncertainty of the economy,” he said, “it is an incentive for businesses to use temporary workers whom companies can add or deduct as needed.”

Whether staffing industry business is up, flat or down, the significance of temporary and contract employment trends remains unchanged, according to the *Wall Street Journal*, who reported that “temporary jobs are often a barometer of businesses’ hiring needs.”

These five criteria were ranked first, second or third most important by 500 human resource professionals surveyed by the Inavero Institute for Service Research.

What Drives Human Resources in Selecting a Staffing Firm?

42% Quality of candidates

31% Past experiences with the firm

22% Reputation of the staffing firm

20% Billable rate quoted

18% Increased productivity

Staffing World, the ASA annual conference, is in San Diego for three days and four nights of education, expo, networking and fun.





Lifetime of Learning

by Barb Bruno, CPC, CTS

Labor Day is behind us, days are getting shorter and before we know it we will be in the middle of the Holiday Season. When you think of Holidays, what is the first thing that enters your mind? If you're like most people you think of the additional expenses. For those of you who are parents, you just seem to pay off the "back to school" expenses when the holidays hit.

The good news is that we are in **Sales** which means we write our own paychecks. You could give yourself a raise anytime you wish by increasing your results. If you keep doing things the same way you will get the SAME results. Learning new methods or techniques and implementing what you've learned is the only way to get from your current income to the income you deserve.

The fall conference season is now upon us. Are you attending any of the conferences for our profession? I often hear recruiters say, "My owner won't pay for me to go." My response is, "Why don't you invest in your own education?" Most employers offer initial training, but your continued education is your responsibility. If a conference is not in your budget, are you reading books on sales, closing, negotiating or networking? Try to implement one new idea each month and you will be on your path to becoming and remaining a top producer in our profession.

For those of you with twenty years of experience who might think you have all the answers. You need to realize that the market, our profession, the economy and the technology continues to change at an ever increasing rate. Ultimate success belongs to the "LEARNING... the LEARNED." You need to be prepared for a world that no longer exists. You must commit to a lifetime of learning today!

Mark your Calendar

Schedule of Training Events for the Staffing Industry



October 22-25 *Staffing World*

Annual staffing conference held in San Diego, CA. <http://www.americanstaffing.net/convention/index.cfm>

November *LinkedIn Roundtable*

Learn the secrets to using LinkedIn. CASA professional development seminar. Date and time to be determined.

Nov. 6 *I-9 Employment Verification: Long-Term Solutions and Best Practices for Compliance*

InterAction webinar with Helen L. Konrad, Esq., McCandlish Holton PC. Qualifies for ASA legal CE. Register at https://americanstaffing.net/commerce/webinar_regform.cfm

Nov. 20 *Ask the Expert: Questions on the Form I-9 and Employment Verification*

InterAction webinar with Helen L. Konrad, Esq., McCandlish Holton PC. Qualifies for ASA legal CE. Register at https://americanstaffing.net/commerce/webinar_regform.cfm

Dec. 4 *Pump Up Your Sales Team With New Strategies*

InterAction webinar with Barb Bruno, CPC, Good As Gold Training
Register at https://americanstaffing.net/commerce/webinar_regform.cfm