



# CASA *Forward*

Capital Area Staffing Association Newsletter

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## Meet the 2009 CASA Employees of the Year...

by Susan Gallagher

On September 9th, the Capital Area Staffing Association held its annual Staffing Employee of the Year Awards Banquet. The purpose of the event is to honor the CASA Staffing Employee of the Year. In attendance were Richard Wahlquist, the CEO and President of the American Staffing Association and Bill Stoller, the Chairman of the Board for ASA and co-founder and vice chairman of Express Services Inc., the parent company of Express Employment Professionals.

As the Chair of the Employee of the Year Award committee, I started the process by asking all DC area staffing companies to nominate one of their employees. We asked them to think about how this employee is a shining example of one or more of ASA's five key messages about temporary employment-- jobs, flexibility, bridge, choice and training. This year, I received more nominations than ever. In each nomination, I could read how special this employee was to the staffing company they represent.

Choosing a winner is always a challenge for the nominating committee because, each year, all of the nominations are compelling. Back stories, motivations, successes, happy endings - every nomination has them!

This year, the committee's decision was unanimous. The CASA 2009 Staffing Employee of the Year, Jean Belitsky, was nominated by the recruiters of The Choice. In their nomination, they explained that Jean had represented them on numerous occasions and had been a pleasure to work with. Jean had come to The Choice looking for temporary work to bridge the gap between jobs. Right away, she proved herself to be extremely flexible and reliable. She requested training on some of the newer Microsoft products and increased her skills to a top tier level. The Choice had the pleasure of assigning Jean with their most prestigious and demanding clients and the feedback was always positive. When the Hirshorn Museum called The Choice for an Executive Assistant, they thought of Jean. Jean interviewed for the position and was immediately selected to begin as a temporary. Like all of their other clients, the museum was impressed by Jean's work and she was ultimately hired on to their permanent staff.



Bill Stoller, the Chairman of the Board for ASA and co-founder and vice chairman of Express Services Inc., the parent company of Express Employment Professionals, spoke to the CASA members and honorees about the past and future of the staffing industry.



Jean Belitsky, now an Executive Assistant at the Hirshorn Museum, was this year's CASA Temporary Employee of the year. Here, she gives her gracious acceptance speech to the crowd.

# Snapshots from CASA Employee of the Year Awards Party

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A good time was had by all!



**Drew Hudson**, President of The Choice and **Threse Baker**, President of CASA and Abbtch Staffing



President of Mee Derby and CASA Programs Chair **Robin Mee** and runner-up **Johnnye Armstead** of Abbtch



**Eliza Deang**, CASA Administrator and **Khristie Andrus**, Partner at JustinBradley and CASA Newsletter Chair



**Renee Whalen**, Director at Robert Half International and **Kim Whiteley**, Recruiter at Mee Derby



**Jeff Weinstock**, **Mike Palmer** and **Richard Wahlquist**, President of the American Staffing Association



**William Stoller**, ASA Chairman 2009; **Threse Baker**, CASA President 2009; runner-up **Johnnye Armstead** of Abbtch; **Susan Gallagher**, Chair of the Voting Committee and Director at CFS; runner-up **Ben Harper** of Abbtch; Employee of the Year **Jean Belitsky** of The Choice; ASA President **Richard Wahlquist**; and runner-up **Shawn Johnson** of Sparks Personnel.

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# DIVERSITY - Where does your Generation Fit In?

From "Looking for a Job? Where Does Your Generation Fit In?" by Aleta Norris & Nancy Lewis

In today's typical work environment, four generations are required to work collaboratively together. Each generation, shaped by their similar historical experiences, has desires related to their careers. The way these desires are pursued and expressed can vary greatly between generations. Individuals who take time to educate themselves about what drives each generation, what motivates each generation, and how each generation views the others will help ensure a higher likelihood of success in the workplace.

## Who are these four generational groups?

**The Veterans (born before 1945 – currently over age 62).** These individuals typically see work as an obligation and gain satisfaction from a job well done. They prefer to work alone in a stable culture where roles are clearly defined. They expect leaders to be commanding and decisive. They prefer communication via formal memo and do not mix work and family life.

**The Baby Boomers (born between 1946 and 1964 – currently ages 44 to 62).** They are hard workers – potentially workaholics. Work is an exciting adventure to them from which they may seek personal fulfillment. They prefer to work in teams and meet face to face. They want recognition and jobs with advancement opportunity. They expect leaders to seek consensus. They want to be communicated with in person and are said to 'live to work.'

**Generation X (born between 1965 and 1976 – currently ages 32 to 43).** Gen Xers are self-reliant workers. They consider work to be a challenge and want to overcome the challenge or complete the task. They are entrepreneurs who expect direct and immediate communication and feedback. They consider leaders their equals and challenge authority, often asking "why?" They value a balance between work and family and crave fun and flexibility in the workplace.

**Generation Y (born between 1977 and 1990 – currently ages 18 to 31).** Gen Ys are tenacious yet tolerant workers who look at work as a means to an end. They prefer instant communication involving technological advancements like text messaging, instant messaging, e-mail, voicemail and virtual teams. They enjoy collaborative environments and seek opportunities to work with other bright, creative people. They value work and family balance and expect leaders to cater to their needs and wants.

**Millennials (born after 1990).** They are on their way and will surely have characteristics which make them a unique fifth addition to an ever-changing workforce.

## What are the benefits of a multigenerational workforce?

- These teams can attract and retain talented people of all ages
- They are more flexible
- The teams can gain and maintain greater market share because their members reflect a multi-generational market
- The team decisions are stronger because they are broad-based
- These teams are more innovative
- They can meet the needs of a diverse public

Individuals who learn to understand generational differences can change conflict into creativity in the workplace. Each generation has been shaped by common experiences which influence how they approach work, what motivates them in the workplace, and what values they hold dear. Veterans bring value to the workplace with their experience and knowledge and are hardworking and dependable. Baby Boomers are team players who are willing to work hard and to put in long hours. Gen Xers are good multi-taskers who are determined to do quality work. Gen Ys are self-confident and optimistic. They are independent and goal-oriented. Leveraging the diverse strengths inherent in different generational groups can create a whole that equals more than the sum of its individual generational parts.

**COMPANY SNAPSHOT**

**President:** Ellen DeBremond  
**Employees:** 1  
**Founded:** 1996  
**Staffing Focus:** Office/Clerical, IT  
**Headquarters:** Washington, DC



DIVERSITY SERVICES of DC Inc., a woman owned and operated company, was established in 1996 to service the critical needs of corporations, non-profit organizations and small businesses to address and develop diversity staffing in the workplace. Diversity Services provides staffing services to both the public and private sectors. Their employees are capable of providing a wide range of skill sets for office/clerical, information technology and professional positions. Their services include matching qualified individuals for temporary, temporary to full time positions, payroll services, full-time and executive level positions, and employee leasing. They provide consulting and/or customized training programs that are based on the understanding that successful diversity initiatives must address system, group and individual issues.

The company's mission is to help corporations, organizations, local and Federal agencies eliminate preconceived notions concerning other people based solely on race, color, class, ethnic origin, gender, sexual orientation or disability. Diversity Services is the only staffing service in the nation that makes accommodations necessary to include persons with disabilities. Their policy is to provide equal employment opportunities in all aspects of employment and to qualified applicants and employees regardless of race, color, sex, age, religion, national origin, disability or veteran status (including disabled or Vietnam Era veteran status).

Ellen was most recently a Speaker at The World Diversity Leadership Summit, the world's leading conference focused on US and global diversity issues.

**Ellen de Bremond-** President of Diversity Services of DC Inc. has 23 years of experience in the management of major staffing contracts and projects throughout the Washington Metropolitan Area and includes the private sector, the Federal Government, the Government of the District of Columbia as well as the Universities in the region.



# Industry Partners Products and Services for the Staffing Industry

## **CASA Platinum Sponsor** **Staffing and Recruiting Software**

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[bbaines@bullhorn.com](mailto:bbaines@bullhorn.com)

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[johnwalters@iagbenefits.com](mailto:johnwalters@iagbenefits.com)



## **CASA Associate Sponsor**

Robert S. Derbabian

Vice President

Wells Fargo Business Credit

Staffing Services Group (formerly TempFunds)

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<http://robderbabian.myplaxo.com>



# **THANK YOU for your continued support of your Capital Area Staffing industry trade association.**

Your chapter membership will continue to open new doors for you by providing beneficial industry contacts, pertinent industry information, dollar saving programs, and educational conferences.

This past year, **19 local firms joined CASA** as a participating member and we look forward to the growth for 2010! Our goal is to increase to **25-30 member firms** in the next year and we ask for your support in reaching that goal.

Our CASA members have received such great value in joining and participating as an active member:

- Business referrals from inquiring members
- Complimentary listing on CASA website (<http://capitalareastaffingassociation.org/index.html>) with free hyperlinks to your e-mail and your company's website!
- Opportunity to submit relevant articles to CASA's newsletter!
- Using the CASA logo in your companies marketing and business development objectives to gain even more exposure in the marketplace
- Admission to chapter meetings and annual conference at special member prices!

We also want to know **what you think**. Send us your thoughts on what CASA has meant for you and your firm and the value you received with our Membership and Programs. We're curious to know what types of events you would find benefit from and enjoy. Maybe a local networking event with cocktails? Or, possibly a soup kitchen drive in the winter? What ideas do you have to help increase membership and build awareness of how CASA is helping our local members?

**We pride ourselves on being volunteer driven.** Our chapter is in need of some volunteer leadership for our committees and we currently looking for volunteers to bring fresh, new ideas to driving membership and helping with campaigns to grow our association even further!

**CASA now on Twitter:** <http://twitter.com/CASASTaffing>

Follow us on Twitter to receive tweets on upcoming events, local statistics and trends in the market, and recommended articles on awareness in the marketplace

**LinkedIn:** [CASA: Capital Area Staffing Association \(DC\)](#)

This year we gained 108 members on our LinkedIn group who have leveraged the networking to work on splits, bring about awareness of local events, and to encourage members to attend upcoming local events. Thank you!

**Barry R. Baines**  
Membership Chair  
(617) 478-9179  
[bbaines@bullhorn.com](mailto:bbaines@bullhorn.com)



**Be a Part of the Capital Area Staffing Association!**

# Bulletin Board

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### SURVEY



The holidays are approaching!  
Is your company purchasing client holiday gifts this season?  
Is your company having a holiday party?

Respond YES or NO to [kas@justinbradley.com](mailto:kas@justinbradley.com)



### Send me your ideas!



Would you like for your company to be featured in our newsletter?  
Do you have an article or white paper you would like to share  
with our subscribers? If so, email:

**Khristie Andrus**  
**Newsletter Chair**  
[kas@justinbradley.com](mailto:kas@justinbradley.com)

## Have a happy holiday season!