

Two Prominent North East Ohio Firms Create Workforce Management Alliance to Help Region's Businesses Thrive Under New Economic Realities

North East Ohio Talent Alliance (NEOTA) Encourages Business Leaders to Embrace Advanced Workforce Concepts and Break Current Paralysis

Mayfield Heights and Twinsburg, OH, October 1, 2009 – Two of Ohio's leading workforce management firms, Integrity Staffing and Staffing Solutions Enterprises, announced today that they have formed the North East Ohio Talent Alliance (NEOTA), an enterprise dedicated to helping area business leaders embrace advanced processes and management concepts that recognize new economic realities and provide relief for the current business paralysis.

Unsatisfied with the status quo offerings of most of the region's traditional staffing firms, NEOTA will use C-suite experts, advanced technology and extensive experience in vendor management solutions and managed services to bring clients the following:

- Development and implementation of leading-edge manufacturing and office practices.
- Adherence to standard operating procedures.
- Training and development programs designed to maximize the workforce.
- Time management techniques to enhance productivity.
- Quality assurance and quality control to do things right the first time.
- Safety/risk management to limit losses and focus on growth.

The alliance of the two firms brings the region's businesses an unusually complete array of workforce-related services and applications from a single source, ranging from specialization in planning, identification and acquisition of talent as well as more than 52 years of combined experience advising area executives on workforce management issues.

“Under conditions not seen since the Great Depression, NEOTA can help businesses to deal with the changing landscape, adapt to the new economy and maximize their growth opportunities,” said Dan Barnett, CEO of Integrity Staffing and NEOTA's co-founder. “Senior executives can't continue to put things on hold as they wait for a traditional economic recovery that may never come. They need to embrace new business processes and management concepts in order to reach out for a better future and greater profitability.”

“NEOTA is helping chief operating officers and other senior executives forge ahead and re-think opportunities and risks in the current environment,” said SueAnn Naso, President of Staffing Solutions Enterprises and co-founder of NEOTA. “Our experts shine a light down the tunnel to help senior management navigate through the current minefield of ‘employer-unfriendly’ challenges stemming from the economic and legislative landscape. Our workforce-related services and knowledge are simply unmatched by any other national or regional staffing organization operating in our area.”

Barnett and Naso cited these typical concerns expressed by current and potential NEOTA clients:

- Anxiety over the need to move forward with business plans and break out of the current holding pattern.
- Worries about falling behind competitors.
- Help in assessing future business and labor trends.
- Confusion over proposed healthcare and employment legislation at the federal and state levels.
- Managing a core staff at full productivity, while meeting basic customer demands and charting the next leap forward.
- Understanding leading-edge workforce technology and data solutions.
- The ability to respond to customer demands with greater flexibility and nimbleness.
- Concerns that current credit limitations could mean an end to growth.
- Searching for business and operational solutions to improve the company’s prospects *now*.

“For the first time in our region,” said Barnett, “there’s a workforce management organization that combines tested concepts, superior technology and a host of other sophisticated resources with more than five decades of knowledge about the Northeast Ohio business and labor communities.”

“When you look at the extent of NEOTA’s knowledge and services,” Naso added, “it’s clear that we want our region to grow, prosper and gain stability even in this uncertain environment. We simply can’t accept the status quo.”

Potential clients can learn more about this new alliance by visiting www.neotalentalliance.com.

About Integrity Staffing

Integrity Staffing has focused on light industrial staffing and set itself apart from competitors by using the latest placement technology and giving excellent customer service to provide quality staffing service to all clients. Since its inception in 1992, Integrity Staffing has provided clients with consistent service and timely response filling long- or short-term assignments (including temporary, temporary-to-hire and direct placement) and offering payroll services. For additional information, please visit www.integritystaff.com.

About Staffing Solutions Enterprises

Staffing Solutions Enterprises is an innovative, full-service recruitment solutions organization. For more than 35 years, it has successfully helped organizations recruit, select talent and achieve their goals. SSE's quality-driven, human resource management solutions include temporary, temp-to-hire and direct placement services and recruitment process outsourcing. As an early adopter of technology solutions, SSE recognized the potential of the Internet and for the past decade has delivered software-based recruitment solutions. SSE was among the very first to create online job postings and now provides enterprise-wide, Internet-based workforce management and applicant tracking solutions. For additional information, visit www.staffsol.com.