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Using Staffing Firm is Key to Successful Hiring in Today's Economy

ADVERTORIAL

With the unemployment rate sitting at 5.7 percent, the need for the services of staffing firms is greater than ever. In order to ensure that the best candidate is hired, staffing firms are being consulted and companies are more than satisfied with the results. "Using a recruiter is the most efficient way of hiring," Diane Blau, chief executive officer of Denver-based Professional Alternatives of Colorado, explained. "We have created a large pool of the top-qualified candidates so we can be very responsive in assisting companies in identifying the top talent for their positions. In addition, we are starting to have companies contact us about filling newly created positions—a good sign for Denver's economic recovery."

Established in 1998, Professional Alternatives has grown more than 700 percent and is currently ranked as one of the Top 100 fastest growing privately held companies in Colorado. Since its inception, Professional Alternatives has opened seven businesses in Denver, as well as offices in Dallas, Houston, Austin, Phoenix and Albuquerque.

Blau emphasizes that the success of the company is directly attributed to an innovative approach that places excellence at the forefront—both at the client (employer) and candidate level. "This policy has proven to be a refreshing necessity in Denver's highly competitive staffing market, shifting the standard focus from quantity to quality," she explained.

Under Blau's leadership, Professional Alternatives has introduced a revolutionary concept to the staffing industry—a full service "boutique" firm that offers contract

staffing, pre-view and direct hire placement to industry specific clients. From the start, she knew she wanted to build a company that would be a departure from the typical Fortune 500 staffing firms where she acquired extensive experience as a regional vice president.

"I don't want to be all things to all people," Blau said. "My vision for the company is simple—to become a valuable resource to a select group." Under the Professional Alternatives umbrella, Blau has launched seven limited liability companies: Accounting Alternatives, Office Alternatives, Technology Alternatives, Legal Alternatives, Insurance Alternatives, Human Resource Alternatives and Sales Alternatives.

Each of the specialty staffing firms—or "boutiques" as Blau calls them—shares the same investors and company name while remaining independent. Professionals with extensive industry related experience manage all seven companies. Blau said that she plans to launch several more companies in the next few years, addressing the staffing solutions for several other niches in the market place.

Blau remains active in numerous



Diane Blau, CEO of Professional Alternatives of CO, LLC.

staffing and community associations to help her keep her finger on the pulse of Denver and its ever-changing needs. "This allows me to make modifications within the companies to provide continuity in superlative service," she emphasized.

Unique in its boutique approach, Professional Alternatives illustrates the key ingredients required to build a successful business—simply take an innovative idea and blend it with solid leadership, industry experience and customer service. "Our mission is to provide top-notch service and cream-of-the-crop job applicants," Blau said. "Rather than having the biggest piece of the pie, we prefer to have the best piece." •

For more information on Professional Alternatives of Colorado, visit www.proalt.com or call (303) 861-8865.

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