

PRESS RELEASE

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CEO's 2004 Outlook

Human Resources Forum -- Ladd Richland

Contract Recruiting, Incorporated

Ladd Richland, CEO

"In 2004 the stakes are high for HR executives to develop 'people strategies' that deliver value today - and offer the highest return on investment tomorrow. While the basic tenet of HR leadership remains to provide a vision that enhances long-term organizational performance and seamless productivity, finding the path of greatest value in 2004 is more complex and challenging than ever before due to the growth of multinational organizations, changing market trends, and 'boom' or 'bust' economic environments. Today, it is mission critical for HR executives to focus on the fact that people really are any organization's most important asset-that quality talent really is what differentiates, drives and anchors high-performing corporate cultures worldwide. Towards this end, it is imperative that HR executives in 2004 (and beyond) use innovative and cost-effective tools, techniques and approaches that help grow collaborative, talent-driven corporate cultures-cultures that nurture employees succeed and motivate them to stay.

Moving forward, the victors in sustaining global corporate competitiveness this year will be those organizations with HR executives at the helm who focus on maximizing human capital through best practice staffing and workforce strategies, diversity, leadership and succession planning, as well as intellectual capital sharing. Aligned with corporate vision and global business plans, these areas of corporate activity must strategically balance people, process and technology-the distinguishing features of effective organizations in the 21st century.

It is isn't easy for HR executives to leverage their organization's corporate brand and turn staffing and recruiting areas into value-adding consultative centers that grow productivity across business units and functional areas. Typically, it takes time, resources, experience and expertise-often beyond a growing organization's core strengths and budget. That is why Contract Recruiting Incorporated was founded-i.e., to help companies achieve competitive advantage using best practice, end-to-end recruiting and staffing strategies and solutions with greatest return on investment. Using state-of-the-art technology and years of proven recruiting and staff experience, Contract Recruiting Incorporated strategically and tactically helps companies identify, hire, deploy and retain great talent-today's key competitive differentiator worldwide."