



## Media Release

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FOR IMMEDIATE RELEASE

### **ALTERNATIVE STAFFING ALLIANCE ATTRACTS NATIONWIDE MEMBERSHIP**

Brookline, MA—Thirteen alternative staffing organizations (ASOs) have formed the Alternative Staffing Alliance, a national association dedicated to supporting and promoting social-purpose staffing as a sustainable workforce development model. The Alliance was launched in March 2007 with funding from the Charles Stewart Mott Foundation. A complete directory of Alliance members is available at <http://www.altstaffing.org/directory.html>.

Alliance members, based in major cities across the US, represent a diverse community of practitioners who use a fee-for-service business model to help disadvantaged individuals participate and succeed in the mainstream labor market. In recent years, the alternative staffing sector has grown to over 50 alternative staffing programs operating in 26 states and assisting tens of thousands of people to increase their economic self-reliance and future prospects.

The 13 charter members form a core community of practice that has begun networking to pursue policy initiatives and best practices research, and planning activities to engage additional practitioners as well as employers, funders and academics. Priorities include developing temporary help sourcing standards, collecting and analyzing sector performance data, and developing an introductory guide for new practitioners. A national conference is being planned for October 17-19 in Chicago, Illinois.

“Alternative staffing organizations are a powerful alternative to traditional temporary agencies,” said John Plunkett, president and CEO of Chicago-based Harborquest, Inc., founded in 1970 as the nation’s first ASO. “We deliver exceptional value to employers, helping to meet their business needs by providing qualified, motivated temporary employees. And we fulfill a social purpose, helping people who face barriers to employment by providing the support and follow-up services they need to succeed.”

The dual business and social purpose model is taking hold in the business community. “Our customers appreciate our equal attention to their business needs and our workers’ needs. As we gain employers’ trust, more and more doors open to our folks,” notes Kit Schutte, account manager of Goodwill Staffing Services in Boise, Idaho, one of two dozen Goodwill organizations with fee-for-service staffing programs. “The Alliance will help attract the attention of even more companies nationwide who can benefit from our services.”

The Alternative Staffing Alliance is a member-based nonprofit organization dedicated to supporting Alternative Staffing Organizations (ASOs). It is our mission to promote and expand the alternative staffing sector and to raise awareness of, and support for, alternative staffing as a sustainable workforce development strategy. For additional information, contact (617) 232-5380, extension 107.

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