

[SALES & MARKETING PROFILE]



Jeff Gorski, vice president of sales, Aerotek.

A conversation with Aerotek's Jeff Gorski

Although many industries are feeling the effects of the current economic status, the staffing industry remains steady. BIC recently visited with Jeff Gorski, vice president of sales at Aerotek, to discuss what is key in staying ahead in his industry.

Q: What is the biggest news in your company right now?

A: With the first large wave of baby boomers expected to enter retirement in 2008, companies throughout a variety of industries are beginning to adjust their candidate sourcing models to counter the difficulties associated with this issue over the next decade. Industries such as energy, oil and gas, environmental and construction management are projecting a high percentage of retirees. For these industries along with many others, Aerotek is a key staffing partner offering industry-specific perspectives and targeted recruitment programs that will help support hiring practices for the future.

Q: What is the most important part of your position?

A: As vice president of sales, I play an important role in leading and developing our internal employees. It is also essential to understand and support Aerotek's current and prospective customer's business portfolio. By understanding these components we not only can grow as a company, but our employees can grow as individuals.

Q: Are you looking to grow in new markets or expand in current ones?

A: Aerotek is expanding into new industries and geographic markets while continuing to support our current customers in existing locations. Through our expansion into smaller markets within the United States and locations worldwide, we are continuing to develop an international database and network of qualified, skilled workers to support industry-specific staffing needs

now and in the future.

Q: What's the most important thing a person should know before taking a career path similar to yours?

A: Do your homework before applying for a job. Finding a respectable company to work for is just as important as landing the perfect job. Great companies create key opportunities, and these lead the way to the perfect job. A company in a growing industry with strong core values aligned with the company's goals, such as Aerotek, will lead the way for you to advance in your career and enjoy it while it's happening.

Q: What are your plans to address changes in the work force/economy in the coming year?

A: The economic downturn, its impact on unemployment rates and the availability of qualified employee pros-

pects remain at the forefront of many business conversations with our customers. While some industries are more impacted than others, the oil and gas and energy sector specifically has seen little change. The unemployment rate in this sector is significantly lower than the overall current national average, making it more difficult to find qualified personnel.

While we continue to monitor our recruiting trends during these tough economic times, we stay true to our commitment to constantly identify qualified candidates through our large inventory of potential candidates and our proprietary online job search tool, www.Thingamajob.com. Aerotek continues to encourage all of its locations to specialize their recruiting efforts while identifying new and expanding markets.

For more information, call (888) AEROTEK [237-6835] or visit www.aerotek.com/energy.

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[BUSINESS UPDATE]

Oil, gas safety signage company's specialty

Carlton Industries

Carlton Industries of La Grange, Texas, has launched a Web site allowing its customers in the field to order 24 hours a day, seven days a week.

Colette Merchant, Carlton's director of sales and marketing, said, "This is a natural part of our growth. We've always been service-oriented, and this allows us to service our customers on their schedule — not ours."

The new Web site allows customers anywhere to order the products they need to comply with all safety regulations — protecting all of their assets including equipment, staff and premises.

Carlton started in its founders' garage more than 35 years ago. Since then the firm has grown in staff and product breadth, while always remembering that the company's customers make it all possible. Today, the firm has more than 50 employees serving the oil and gas industry worldwide.

Many Carlton customers come to the firm frustrated with large "mega-vendors" that have seemingly lost the "human touch" in their interest of growing at all costs.

"One of the nice things," said Merchant, "is that most of our sales staff

have been with us for more than 10 years. We have built relationships based on service and proved ourselves over time."

Carlton's been working the latest regulations and crafting products to help its customers comply with those regulations — safely — and at a lower cost than most of its competitors. The company has added additional products lines, including seals and lockout/tagout products, and recently completed a half-million-piece trial of a new laminated tag with a major customer.

"Our client was looking for a solution they couldn't find anywhere else," Merchant said. "In working together, we came up with a custom solution that worked for them, and for us and still allowed for the product to be manufactured in the United States. That's important these days, as all-too-often firms have had to 'settle' for overseas-manufactured 'generic' products rather than having their needs met exactly."

For more information, call one of Carlton's friendly solutions' staff directly at (800) 231-5988, or visit the company's Web site at www.carltonusa.com. □