

April 2018

## DID YOU KNOW??

### CELEBRATING 30 YEARS

#### SPECIAL MESSAGE FROM FRAN REITMAN AND ANTHONY AVALLONE

It's never easy to start a new business, and in 1988 for a woman it was a real challenge.... but I was up to it. I was determined to make it work.

Five years later when I felt somewhat confident we would succeed my husband, Howard Reitman and son, Anthony Avallone came on board and they were a huge contributing factor to our success.

From the beginning I strived to provide better service and ethical practices to our clients, candidates and temporary employees and to try and be the best in the industry. As a result "A Cut Above" became our motto. We were also committed to a philosophy of giving back to the community, a philosophy we carry on to this day.

In 1988 we were hand writing weekly temporary employee checks, typing invoices and hand delivering resumes to clients. Communication was by phone or 'snail' mail. Bookkeeping was done by hand and I still maintain some of the bookkeeping practices at my desk today.

Prospecting for clients was a challenge. We used phone books, industry directories and referrals from friends to reach out to potential clients and candidates. Our success was, and still is, based on the relationships we developed with clients and candidates. As Anthony Avallone, our current President says "our goal is to partner with our clients and bring our knowledge and capability to help them achieve their goals". These relationships are the foundation on which we built the business.

A very big *Thank You* to our clients, candidates and staff. Several clients have been with us since 1988, others have worked with us over many years. To all of you...know that your trust in our company and staff have contributed to our thirty year success and drives our continued commitment to you.



To the thousands of candidates successfully placed in both temporary and permanent positions, our sincere appreciation for representing us so well. We know that we have contributed to enhanced careers for many and for us this is a gift. Thank You!

The Reitman in-house staff is the backbone of our business. With two staff members celebrating over 20 years at Reitman and the others, present and past, with unusually long tenure, we thank you. You have provided great results and customer service to all.

Today my son Anthony is running the business and he continues to maintain and advance the high standards we put in place..... 30 years ago.