

CLSR Values:

- Relationship Driven
- Commitment to Professional Excellence
- Commitment to Operational Excellence
- Honesty & Integrity
- Promoting the Value of Safety
- Flexibility & Innovation

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Staffing's Flexibility, Accessibility & Predictability

Providing Real Value in a Challenging Economy

Now, more than ever, American businesses are facing challenges unlike those ever encountered. With banking and financial institutions failing, credit and lending cessations, record high home foreclosures, stock market volatility, and reduced consumer spending, businesses are

forced to explore alternative solutions to ensure the sustainability of their operations. While these new challenges have the potential to disrupt traditional business models, it inherently creates opportunities to improve upon the ways

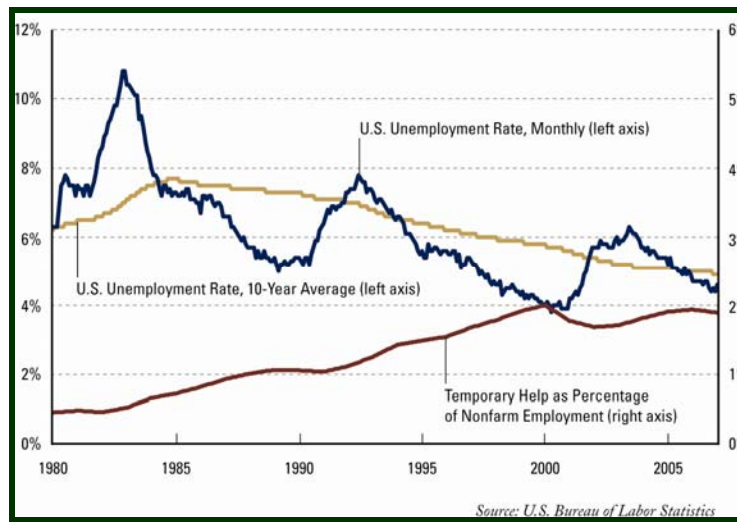
in which they operate.

There are many variables in the equation of operational sustainability, however arguably one of the most significant is the management of labor and its associated expenses. Traditional employment, or direct employer hires, reduces a business' flexibility by creating a static overhead expense. While a direct hire business model proves valuable in many employment circumstances, businesses with

fluctuating productivity and anticipated growth generate a need for flexible, accessible, and predictable staffing solutions.

Besides flexibility, the American Staffing Association has shown that businesses also look to staffing firms as a good source of tal-

“Companies that embrace work force flexibility and engage staffing firm talent do better economically. Increased reliance on contingent labor is associated with superior subsequent performance and no increase in systematic risk.”



The administrations of Presidents Bill Clinton and George W. Bush have both cited the staffing industry as an important contributing factor in creating jobs and reducing unemployment. Council of Economic Advisors (Refer to the diagram for a USBLS data study)

ent for permanent employees. Regardless of whether they need the talent on a temporary, contractual, or permanent basis, the ASA polls show that businesses tap staffing companies for quality talent in virtually every occupation. Recruiting, via the use of a staffing firm, also provides maximum value for the dollars spent, especially for businesses whom do not have an “in-house” HR department or recruiter. A study published by the *Decision Sciences Journal*, concluded that

sors (Refer to the diagram for a USBLS data study)

Despite the aforementioned challenges facing American business, the staffing industry and more specifically Continental Labor and Staffing Resources, is poised and prepared to “help our clients grow one person at a time”.

Jeff Hanesworth
President and C.O.O.

Continental Staff Making Headlines

Congratulations to Gloria Hernandez and Jose Perez!

Gloria Hernandez, CSP

Mrs. Gloria Hernandez, Operations Manager, was awarded the American Staffing Association's CSP (Certified Staffing Professional) Designation at the 2008 ASA Conference in San Diego, California in October, 2008.



The CSP is the industry standard for Staffing Professionals. This designation places Gloria among an elite group of industry leaders that

have a proven track record of: knowledge of Human Resources; understanding of Federal & State Labor Laws; and a history of service to clients in the staffing industry.

It is only fitting that we congratulate Gloria now as she approaches her

11th Year with Continental. Please join us in congratulating her on this monumental accomplishment and for her years of service to Continental and the Staffing Industry!

Jose Perez, 2008 Rising Star Nominee

Mr. Jose Perez, Director of Health &



Safety, was recently honored by the Visalia Times-Delta Newspaper of Tulare County.

The newspaper honors 5 "Rising Stars" under the age of 40 that are making a contribution to their company and community at large. Jose was nominated for this prestigious award and recognized at an event on October 29, 2008. Although Jose was not one of the top 5 awarded, his contribution to both Continental and

the Tulare County Community is evident.

Jose is originally from Mexico, and started with Continental six years ago. He currently leads Continental's Health & Safety Department and continually works to teach and protect our work force, our clients, and the community.

Jose's motto "Make sure you can go home to your family, every night," defines his commitment. Please join Continental in Congratulating Mr. Jose Perez on being recognized as a "Rising Star" of Tulare County.

Whether you realize it or not, you have the power to be successful by helping others succeed.
-- David Cottrell

Team Member of the Quarter - Gina Espinoza

Paso Robles Office Staffing Coordinator

Congratulations to Gina Espinoza for being selected as the recipient of Continental's "Team Member of the Quarter Award" for the 4th Quarter 2008. This award is chosen and presented by the Continental C.S.I. Team. Gina's Outstanding performance in Paso Robles through some very turbulent times earned her this well-deserved recognition. Continental would like to thank Gina for her hard work, loyalty, and commitment to Continental and our clients on the Central Coast.





Customer Service - Effective Communication in the Workplace

By: Francis Cueto - Client Specialist

Communication is a vital tool needed to eliminate common workplace obstacles. Lack of communication can start a negative ripple effect, which can in turn cause chaos within an office. The following are key points to remember when trying to implement good communication:

- (1) Personal contact is important. People relate to one another better when they can meet in person and read each other's body language.
- (2) Always be courteous in your communications with others. Courtesy lets people know that you care.
- (3) Use the words "Thank You" to show that you appreciate a person's efforts.

(4) Try saying, "would you please..." instead of just, "Please..." This will sound less demanding.

(5) Be consistent and clear in your workplace communications. Consistency builds trust. Asking, "Did I explain this clearly?" will assure that people understood what you said. Don't be afraid to ask!

(6) Compromise decreases the tension associated with conflict. Ask, "What is best for the company?" so that co-workers will not take the conflict personally.

(7) Listen to what others are saying and show interest in the conversation. Listening demonstrates respect and admiration.

Continental Labor and Staffing acknowledges the importance of communication and the necessity in implementing the aforementioned steps. We work to implement these steps in our Staff meetings, Safety meetings, and Leadership meetings as well as in our day-to-day communications with one another.

Open lines of Communication with our Clients is also a high priority at Continental. There is no greater tragedy in business than to have a client tell you what their needs are and for us to simply ignore them, overlook them, or not make them a top priority.



System Solutions - Managing SPAM

By: Wil Cushing—Systems Operations Manager

What is Spam?

Spam is a marketing attempt, the purpose of which may not always be honorable. Most spam is advertising for questionable products or services and a small amount of Spam is purposely designed to trick you into damaging your computer or pocketing your hard earned cash.

Why can't we stop Spam?

Spam filters are designed to prevent as much "junk" as possible from entering your Inbox, but these filters are up against an insurmountable bombardment of militaristic proportions. Spammers are people who send these messages and continually look for ways to gain access to you. Sometimes it can be as easy as changing the letters in a word. For example, almost all Spam filters block the word "Viagra", so spammers changed the spelling to "Vaigra".

How do they know who I am?

Spammers don't even know who they are sending email to! They collect email addresses from numerous sources such as viruses or captured from "Forwarded" emails. How many times have you forwarded an email to a group of friends or

everyone in your contact list? Did you remove any of the other email addresses who were targeted with you? Take a look at the next forwarded email you receive. How many email addresses are listed on the email? I often see between 10 and 100 email addresses on messages such as these. These email addresses are easily copied to a database by software that scan emails sent to infected computers. These lists are then sold to services that legally collect that information.

These Email lists (often containing up to 25,000 addresses) are available for purchase and can usually be obtained for less than \$100. Once you own a list, it is easy to send Spam email to everyone on the list. For instance, yesterday a Spam Filter company reported that they evaluated over 2 billion emails in one day. 93.6% were Spam, only 6.4% were valid messages. That is almost 2 billion emails a day that are reported as Spam!

How do you we stop Spam?

At Continental, we utilize six different layers of protection to analyze and sort out messages that may potentially be Spam. These "layers" are effective at

filtering out a large majority of unwanted emails. Here are some additional steps you can take to reduce Spam:

- Do not forward emails.
- If you forward an email, remove all the previous email addresses before you send it.
- If you receive an email that is unwanted or Spam, do not open it. Delete it immediately.
- If your Inbox has an option to mark it as Junk or Spam, please do so. By marking the email as Junk or Spam in your Inbox, you help add the sender to a list of Spammers. These lists are used by filters to determine if someone is Spamming Inboxes intentionally.

Spam is something that is not going to go away anytime soon. But by utilizing these easy steps to mitigate the factors that propagate Spam, you can help to manage your Inbox and your IT staff will certainly appreciate it.



What's New - Southern California

By: Harold Brown - Southern California Regional Manager

POWER OF RECOGNITION - The Key to Great Customer Service!

It is impossible to win the hearts and minds of a team unless you first clearly establish goals and values for them—then reward those that act in a way that leads to the fulfillment of those objectives. This is very clear: “Treat your employee’s right and they will treat your customers right.” HR Research Expert, Lawrence Lindahl asked employees to rank the rewards of their jobs. Then they asked managers to rank what they thought employee’s wanted. Managers were convinced that employees would put good wages and job security at the top of the list. They were wrong. The number one thing on the employees’ list was feeling appreciated.

Not sure how or when to recognize your staff? Consider this: “There are as many ways to recognize people as there are people to recognize. You just have to use your brain to find them. Next time you think you’ve exhausted the possibilities, think again... and again.”

Here at Continental we strongly believe in the power of recognition. Each quarter we recognize one of our employees’ for their exceptional efforts. Metrics, such as: attitude, attendance, work ethic, skill set, leadership, and the quality of work are used in our recognition model. We have come to recognize that the results that grow out of effective recognition cannot be reproduced any other way and our clients in the Southern California Region are reaping the benefits! Here are a few simple keys for giving effective praise in your organization or team: (1) Be timely; (2) Be specific; (3) Be sincere; and (4) Be prepared.

Finally, I would like to issue the following CHALLENGE:

- Spend a few minutes thinking about your team. Are there members you never publicly recognize?
- Carefully think about what you will recognize in your team.
- Come up with a fun tradition that you can start for your employees’ - keep it going and keep it fun.



What's New - Eastern California

By: Elizabeth Armogida - Eastern California Branch Manager

Continental's Ridgecrest Office Poised for Growth!

It seems these days everyone is glued to the evening news to hear the latest information on the economy. The early morning banter around the water cooler is always about the newest government bail out and what city has the highest unemployment rate or number of new housing foreclosures. It is certainly a period in our nation’s history that most have never seen.

At this point in time Ridgecrest seems to be in a very good position economically. We are fortunate in our small community to be somewhat immune to the recent downturn facing many other cities throughout the nation. The News Review recently reported on the housing market and the influence of the BRAC (Base Realignment and Closures) on our local economy. According to the News Review the Naval Air Weapons Station, China Lake has confirmed that BRAC related jobs have already arrived at China Lake as well as many construction projects. There are 4 projects that have already begun, including 3 for renovation work and 1 for a new 24,000 square foot computer lab. There are also another 3 projects that have already been awarded to contractors to begin work shortly for a total of \$200 million dollars in construction projects for NAWS between now and 2010.

There are at least 4 residential construction projects beginning to ramp up in Ridgecrest as well, for a total of almost 500 new homes in the city. The thought is that with the growth spurt on the base, government contractors and private industry, Ridgecrest will be in a position of local expansion and Continental is in a great position to provide quality staffing solutions to support this period of growth.

In addition to all of this, Continental Labor & Staffing Resources continues to stay involved in the community by participating in two local events in October and November. The first is an event put on by businesses in Olde Towne and the Ridgecrest Chamber of Commerce, called “Maturango Junction in Olde Towne” occurred on Saturday, October 25, 2008. This event was a great Community day and Continental was honored to participate. The second event is the China Lake Job Fair, the Fleet and Family Support Center is hosting a Job Fair on Tuesday, November 18, 2008. It will be a great opportunity to come down and speak directly with employment recruiters and gather career information.



What's New - Central California

By: Ruben Guillen - Central California Regional Manager

NEW LEADERSHIP IN CENTRAL CALIFORNIA - Welcome Ruben Guillen!

As the new Regional Manager for the Central California Regional Office in Visalia, I have to say that there are many good things going on in the Central California Region! Coming into this position with a fresh pair of eyes, I have been impressed with the level of professionalism and passion shown by the entire Continental organization. What I have seen in the past month is a tenacity and drive for doing the right thing for the client, our employees, and our company each and every time. Under one roof we house our Safety Department who live and breathe safety, our Client Specialist who will bend over backwards for our clients, our Staffing Coordinator whose daily focus is to put people to work; and now the Regional Manager whose job it is to bring the Continental Labor & Staffing Resources commitment to Central California! I have been impressed also to have the support and dedication of the Senior Management team who display the same passion for what we do. It is a rare thing to find a company that has the good of the team at heart as opposed to just that of their individual departments.

As for myself, I have lived in the Central Valley all of my life: born and raised in Delano and moved to Tulare with my wife and two children three years ago. I come with several years of management experience with the last 8 years in the financial services industry. I am involved in the Visalia Chamber of Commerce as an Ambassador and I will take every opportunity to contribute to the prosperity and well-being of the Visalia community.

In my short time with Continental, we have been well represented within the community with a booth set up at the Society for Human Resource Management Conference at the Visalia Holiday Inn as well as having a team involved in the Visalia Relay for Life headed by Mark Wendell, Visalia's Safety Advisor. We also took part in the Visalia Chamber of Commerce Oktoberfest and Mr. Wendell gave a brief presentation at the Visalia Chamber of Commerce Ambassador's meeting on "Safety at the Workplace." So as you can see, we are definitely making our presence known throughout the community. As I have been making the rounds in the community, I am encouraged to see the great potential in the Central California Region in business growth and expansion and I am looking forward to a great 2009.



What's New - Coastal California

By: Jeff Ridgway - Coastal California Regional Manager

Happy Harvest from Continental - Central Coast!

Paso Robles continues to grow and prosper. We are in full swing, as the "harvest" season is upon us. As our wineries are busy producing some of the finest wines in the world, the Paso Robles branch is preparing for a bright and prosperous 2009. We would like to welcome Jaime Rogers to our team. Jaime joined us on October 20th as a Client Services Specialist/Staffing Coordinator and she brings an abundance of energy and a history of outstanding customer service in the county. We are excited by this addition and it is great news for our office as we head into the New Year.

As we move into the holidays, we are reminded that our community involvement is a key factor in the success of CLSR in SLO County. Our continued involvement in the Paso Robles and Templeton Chambers of Commerce, Paso Robles Wine Alliance and the Women in Business Organizations, among other organizations, prove that we care about our community and how we may contribute to the growth of this wonderful region. In early September we participated in the Paso Robles Job Fair. This gave us a clear indication that we have many qualified and well educated individuals looking to "rejoin" the work force. In October, we participated in the Human Resources Association of the Central Coast's annual conference. It was a great opportunity to meet various Human Resource personnel from around the county and to learn more about how Continental can build on and improve our skills to better serve our employees and our clients. On November 4th I am being "put into jail" in support of my efforts to help raise money for the Muscular Dystrophy Association. All of the money raised as my "bail" will be to put Jerry's Kids in a summer camp, for one week. I can't think of a better reason to go to jail!

As the Central Coast region continues to diversify our ability to serve many different types of industries in their staffing needs, from industrial to clerical to manufacturing to winery to hospitality, we recognize that none of this is possible without a "team" effort. Whether it is attending a business expo in Visalia, staff training in Ridgecrest or a leadership meeting in Bakersfield, WE come together to support one another and to be better at what we do to serve our clients. We are proud of our company and of the many clients and employees that we serve. We are excited for the future of the Paso Robles office and we wish all of you a Safe and Happy Holiday Season.



Staffing World 2008

By: Gloria Hernandez - Operations Manager

Did you know that 3 million Americans go to work for US Staffing firms every business day?

I didn't until I was chosen to represent Continental Labor & Staffing Resources at this year's Staffing World Convention & Expo held in San Diego, California. What an experience, with an attendee list of some 2000 you can imagine the enormous opportunities for learning and meeting new people. People that can relate and understand to the challenges that the staffing industry can bring but also get up every morning because they simply love the industry they work in.

This year's events were kicked off Wednesday evening with a grand expo that included over 180 exhibitor's showcasing their products and services in categories specific to our industry. The conference provided us a central location to be introduced to the newest technology, exchange ideas, and learn about services tailored for the staffing world. The days were just as exciting; the mornings would start with motivational speakers from all over the world, followed by various workshops with topics that impact our industry today, from Immigration Changes to Global Recruiting Trends.

This year's event was unique in that it was combined with Ciett - the Global Federation of National Staffing Trade Association, creating one of the largest and diverse convention expos ever. Professionals from 36 different countries attended. I had the privilege to meet individuals from the United Kingdom, Argentina and South Africa - it was amazing!

The American Staffing Association was founded to promote flexible employment opportunities and ensure the quality of staffing services, thus creating the Staffing World annual conference. ASA will provide us the knowledge and networking opportunities to stay ahead of the staffing trends allowing us to be prepared and flexible for both our clients, staff and employees. Coordinating this grand event and many others since 1966 makes ASA the voice of the US staffing industry. For more information, check out their website at: www.staffingtoday.com.

Welcome New Staff Members!

Continental is dedicated to internally recruiting top candidates that share our vision and passion for continued success. **Please help us welcome Continental's newest Staff members.**

Visalia Office: Ruben Guillen, Regional Manager



Ruben was born and raised in Delano and moved to Tulare with his wife and two children three years ago. He comes to Continental with several years of management experience, the last 8 of which have been in the financial services industry.

Paso Robles Office: Jaime Rogers, Client Services Specialist



Jaime joined the Paso Robles team on October 20th as a Client Services Specialist / Staffing Coordinator and she brings an abundance of energy and a history of outstanding customer service in the county to Continental.

Ridgecrest Office: Jamie O'Malley, Client Services Specialist



Jamie joined the Ridgecrest Team on August 18, 2008, as a Staffing Coordinator and Client Service Specialist. Jamie has been a Ridgecrest native for the past 27 years. Her drive and enthusiasm to help both our employees and clients is a tremendous asset to our region.

Bakersfield Office: Thelina Hollis & Sylvia Sanchez, Staffing Coordinators



Thelina & Sylvia joined the Bakersfield Team on October 23, 2008 as Staffing Coordinators. Thelina has several years of Management Experience and Sylvia brings her Bachelor's Degree and HR interest to the Bakersfield Team.



Safety Awards "Caught Working Safe"

By: CLSR Safety Team



Bakersfield - Zeus Melendrez assigned to Pro Tool was recognized 10/9/08. Jaime, Shop supervisor and John, Shop Manager, both are pleased with Zeus's work performance and Safety beliefs. Pro Tool plans to hire Zeus on permanently.



Bakersfield - Andrew Chavez was recognized on 9/5/08 at Big Brand Tires. Andrew has been consistently working for over a year without an injury and is highly regarded by his Supervisor Alfred Diaz. He has since been hired on by BBT.



Bakersfield - Joseph Cruz works at Norris Sucker Rods. He was recognized on 9/12/08 for always wearing his Personal Protective Equipment and attitude toward safety tips. He is very respected by management of Norris Sucker Rods.



Ridgecrest - Richard Ancira was recognized for his attitude and dedication towards safety. He was assigned at APT Research, Inc.



Paso Robles - Antonio Murillo and Duncan Woodard were recognized for their Safety Commitment while assigned to Bruce Rogers Construction.



Christmas 2008!

By: Julian Herrera - Business Development Manager

Christmas is here again and Continental is gearing up for our 2008 Christmas Celebrations! In keeping with our annual tradition, we are excited about our upcoming Client Christmas Party that will be held on **Thursday December 11th, 2008 from 11:00 am to 1:30 pm** here in the Parking Lot of our Bakersfield Office. Come join us as we celebrate **"CABIN FEVER"** with all of our clients and friends! Invitations will be going out in the next few weeks but mark your calendars now!



2008 Staff Christmas Party

Continental Staff - Mark Your Calendars for our upcoming Staff Christmas Party on **Saturday December 13th, 2008**. This year's event is going to be our greatest celebration ever and we are expecting 100% Participation from everyone! Trust us, you won't want to miss out! Invitations are on the way. . .

www.clsri.com

Corporate Mailing
Address:
P.O. Box 9089
Bakersfield, CA 93389

Phone Numbers:

Bakersfield -
(661) 635-0335

Paso Robles -
(805) 239-9223

Ridgecrest -
(760) 446-3525

Visalia -
(559) 635-0335

Proud Members of:

- Kern County Better Business Bureau
- Greater Bakersfield Chamber of Commerce
- Paso Robles Chamber of Commerce
- Visalia Chamber of Commerce
- Kings—Tulare Hispanic Chamber of Commerce
- Ridgecrest Chamber of Commerce
- Associated Builders and Contractors, CC
- A.S.S.E.
- EAKC
- EATC
- SHRM
- HRACC
- Paso Robles Wine Country Alliance

Mission - Vision - Values

Mission: Continental Labor and Staffing's mission is to provide our clients, employees, shareholders, and community with proactive, innovative, and quality staffing solutions.

Vision: Continental Labor and Staffing's vision is to be recognized as the leader in staffing in each community we serve by achieving excellence in safety, quality, and service.

Values: The culture of Continental Labor and Staffing is defined by our beliefs:

Relationship Driven

Achieving aligned business partnerships with our clients and employees.
Recruiting passionate, loyal, and career oriented team members.

Commitment To Professional Excellence,

Promoting the value of teamwork through diversity, empowerment, creativity and collaboration.

Developing Leaders by character and Managers by skill.
Providing personal and professional growth opportunities.
Sharing the belief that our people are our greatest assets.

Commitment to Operational Excellence

Utilizing our resources to provide the highest quality staffing candidates to our business partners.

Remaining flexible in service to meet the needs of our business partners.

Honesty & Integrity

Maintaining the highest ethical standards in all business practices.
Sustaining relationships through accountability, mutual respect, and discernment.

Promoting The Value Of Safety

Understanding that the health and safety of our employees shall always remain the cornerstone of our business.

Integrating culture, leadership, training, awareness, and recognition to promote safe behaviors.

Flexibility & Innovation

Maintaining vigilance in continuous improvement.

Focusing on sustainable, value added solutions for our business partners.

Utilizing Lean business principles in pursuit of optimal quality and efficiency.



Shannon Grove - Owner, CEO
Karen Cain - Owner, Sec/Treasurer



Continental Labor & Staffing Leadership Team