



BEFORE YOU HIRE, VERIFY

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Company Update

This year is starting off at quite a fast pace! We have 2 new interns: [Hema](#) and [Michele](#). Send them a welcome message when you get a chance! Both are Berkeley College students and will be looking for business related positions upon graduation in the Spring, so keep them in mind when your companies start rebuilding after the market reset. They are both tasked with implementing our social networking strategy - and we are very impressed with their ability to manage full plates.

Our social networking strategy has us connecting with you "outside of the office" through the sites you are using to interact with friends, families and associates - and we are looking forward to contributing useful conversations to the party!

Additionally, we are creating a new commercial. THIS time there will be moving pictures and sound. It is going to be a TALKIE! So many of you liked our [PowerPoint "commercial"](#), and as we grow we are finding more exciting ways to convey our messages.

So, fasten your seat belts for an exciting 2009!!

Val-ID-ation!

We have a name for this new section! The guru of branding, Paul Gourhan of [PMW.net](#), has once again come up with the winner: Val-ID-ation! What a fitting name for the section that will provide PROOF that our Val-ID-ate tool works for job seekers and employers! Quick reminder: Paul submitted the winning name for Val-ID-ate.

[Die!](#)

Read how Joelle misses out on a great opportunity to build the business - oh no!

Quick Links

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Verify-ED

41 Watchung Plaza

176

Montclair, NJ
07042

973.954.9545

info@verify-ed.com

www.verify-ed.com

We are now in the process of working with 3 professionals who are in various stages of their job searches and who have incorporated Val-ID-ate into the process. Originally, there was only 1 professional - but there was such great interest in this project that we have the honor of including 2 more professionals into the mix.

We have also decided that the best venue for this project will most likely be a (still-to-be-created) blog, and we will use the Val-ID-ation section to provide highlights.

So, our apologies for not yet introducing our first professional, but we want to do this in a way that is most beneficial to you the reader. So stay tuned...

Featured Alliance - The Sapini Group

We are excited that the [Sapini Group](#) is our first Featured Alliance for the new year. The Sapini Group works with business owners and managers to connect with their most valuable asset, human/social capital (both internal and external), to create desired and positive outcomes. They identify, translate and remove limitations, barriers and objections to simplify processes that allow a strong commitment by all parties to achieve common goals and competitive advantage.

They help make sure that everyone keeps moving forward!

<http://www.sapinicoaching.com>

Background Screening News

[Local Contractor Gets Scammed While Looking for Work \(Channel 2 News - Reno, NV\)](#)

He was told to submit information for a background check, "they've got my driver's license, my social security number and my address. They've got access to my entire world."

<http://www.ktvn.com/Global/story.asp?S=9661669>



My 2 Cents

The **Feedback Study** is still underway!

Do you know a hiring professional who would be interested in participating in the study? If so, send them our way: val-id-ate@verify-ed.com!

The study consists of a question & answer session that literally takes 7 - 10 minutes, and our goal is to speak with hiring

professionals from as many industries as possible.

We thank everyone who has participated or referred a participant. We are still conducting the study, so we look forward to hearing from you!

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Verify-ED | 41 Watchung Plaza | 176 | Montclair | NJ | 07042