

Accolo CEO Explains How to Turn Your Company into a Hiring Machine at Marin Business Forum Meeting March 22

Quarterly Event Gives Marin Business Professionals an Opportunity to Network and Share Insights on Best Business Practices

LARKSPUR, Calif. (March 07, 2012) – Need to find the best talent? Need help prioritizing your “hiring intelligence”? Or want to re-spark your employees’ work ethics? If so, join the Marin Business Forum (www.marinbusinessforum.com) on March 22nd for its quarterly networking event where the featured guest speaker will be John Younger, President and CEO of Accolo, the leading Cloud Recruiting company. At the next Forum gathering, Younger will explain how to “Turn Your Company into a Hiring Machine.” The networking event will take place at the Wood Island Office Complex, 80 East Sir Francis Drake Blvd. in Larkspur at 5:00 p.m., and will give local Marin professionals an opportunity to meet one another and make business connections.

The highlight of the event will be Younger’s presentation on staffing strategies in a tight economy. For more than 23 years, John’s experience and passion has been to dramatically improve how companies find quality employees, and drawn from his deep understanding of technology, the recruitment process and a core belief that everyone deserves courtesy and respect. He will address effective strategies that work for small businesses with limited staffing and human resources capabilities, and how SMBs can identify and hire the perfect candidate to meet their needs.

“When there is an economic crunch, effective hiring becomes more of a challenge because the pool of qualified candidates suddenly becomes much larger,” Younger said. “It’s harder to sift through the applications to find the right candidate for your needs. I want to show attendees at the Marin Business Forum how to identify their real staffing needs and refine their search to uncover the right candidates without having to wade through a mountain of resumes.”

In addition to Younger’s presentation, there will be wine and appetizers, as well as time to mingle with other local Marin professionals and entrepreneurs to exchange ideas.

“Unique to Marin, Marin Business Forum provides informal networking opportunities with small local business owners and decision makers – a great way to expand your business network!” said John Thornton, Partner with Tregaron Capital after his experience from the last event.

Space is limited and an RSVP is required to attend. Interested parties can register at <http://marinbusinessforum.com/event-registration> or contact Franka Winchester at 415.461.2586, fwinchester@pcg-services.com.

About the Marin Business Forum

Pacific Crest Group

Back Office Solutions for Bay Area Businesses

<http://www.pcg-services.com>

The Marin Business Forum was the brain child of Pacific Crest Group (www.pcg-services.com), Filice (www.filice.com), and Cypress Partners (www.cypresspart.com), who pooled their expertise to create a networking group to give local entrepreneurs and professionals a chance to meet one another and make new business connections. This event is to provide expert guidance, education and inspiration to take back to the office and concentrate on core business strategies for growth and expansion. For more information on the speaker and to keep abreast of future events, visit www.marinbusinessforum.com.

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