

MESSENGER ASSOCIATES, INC.

A Member of the DBM Worldwide Network

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WOMAN-OWNED SMALL BUSINESS BEATS ODDS

Firm Rides Trends, Celebrates 7 Years in Business

Syracuse, NY, September 27, 2004 — Messenger Associates, Inc., a company specializing in career management and human resource consulting, marks its seventh year in business this month.

“It’s been a great run,” said Anne Messenger, President, Messenger Associates, Inc. “We’ve been able to take advantage of a growing business trend – HR outsourcing – and our customers and clients have been pleased with our services.”

The company is an independently owned firm affiliated with DBM, a world leader in career services. Messenger was a DBM Vice President of Marketing in 1997, when the company closed sixteen of its U.S. offices in smaller markets and asked her if she wanted to be a business partner. “In five minutes I lost a job, then was given a chance to start a business,” Messenger remembers.

When Messenger Associates assumed the operation of DBM’s Syracuse office in 1997, the company became the first of DBM’s affiliates in the United States. It opened a satellite office in Binghamton in 1998 and its customer list has grown to over 200.

The company has taken advantage of several business trends: inclusion of outplacement services in employees’ severance benefits, growing use of executive coaching and outsourcing of HR functions.¹

According to the U.S. Bureau of the Census², two-thirds of new employer firms survive at least two years, and about half survive at least four years. Major factors in a firm’s remaining open include an ample supply of capital, the fact that a firm is large enough to have employees, the owner’s education level, and the owner’s reason for starting the firm in the first place, such as freedom for family life or wanting to be one’s own boss.

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¹ By 2005, 85 percent of U.S. companies will outsource at least one component of HR functions. *The HR Process Outsourcing Market is Booming*, Gartner Inc., 2003

² *Business Success: Factors Leading to Surviving and Closing Successfully* by Brian Headd, Center for Economic Studies, U.S. Bureau of the Census, Working Paper #CES-WP-01-01, 2001