



A Tradition of Dependable Staffing and Community Service

Celebrating 25 years serving Chattanooga, Olsten Staffing Services' owner Jo Ann Forman credits her business's success to its balance of corporate resources and community orientation. "We have the best of both worlds; since merging with Adecco in 1998, we have the resources of the largest staffing service in

the world and a long-term relationship with Chattanooga business."

The corporate resources that Jo Ann touts begin with Olsten's history as a fifty-year-old company started by William Olsten in Long Island, New York. During the first years, Mr. Olsten purchased a van with which to transport local housewives to work in positions he had arranged. By his death in 1991, Olsten had over 700 offices across the country.

Like her mentor, Jo Ann has secured her branch's success by acting with flexibility. In the nineties, Jo Ann purchased an RV to use as a mobile office and trav-

eled from community to community recruiting skilled workers who did not have the means to visit one of her brick-and-mortar locations. Additionally, as use of the internet became more widespread, Jo Ann transitioned from paper-based applications to in office online ones.

Jo Ann terms these actions "working smarter" and notes that, in the same vein, Olsten corporate has the best technology system of any staffing service across the country, ensuring both efficient practice and strong customer service for those companies that they staff. This system has certainly succeeded for Olsten



better work, better life



Continuity and stability are hallmarks of Olsten. Combined, the Olsten team provides over 140 Years of Staffing Service.

Chattanooga. To its credit, the office has maintained a long-standing core client list; Chattem, for instance, has utilized Olsten's services for over twenty years.

However, Jo Ann does not simply rely on technology to match the perfect employer and employee; Olsten Chattanooga interviews each employee extensively before sending them into the field. Knowing both the personality of the employee and the culture of the companies with whom they place these employees, ensures solid matches and greater success all around.

Partnered with her son David Crisp for the last fourteen years, Jo Ann notes that her mission to run the office as a family environment has kept the staff buzzing during difficult times. Olsten's Vice President of Operations, Sandra Lowery, has been with the office for over twenty years, and several other staffers have tenures of more than a decade. Together, the team of eleven keeps a finger on the pulse of Chattanooga business serving the fields of office technology; general office; accounting and finance; production, distribution, and assembly;



Jo Ann with son and partner David Crisp



Gail Lewis (L) and Jo Ann (R) worked together to organize the 2009 Memorial Pink! Gala which benefits the MaryEllen Locher Breast Center.

engineering and technical; legal support; information management; marketing support; teleservices; and scientific. Light industrial and clerical compose the core of their business, which extends in a 100-mile circumference.

An active member of the Chamber of Commerce, Jo Ann notes, "Olsten's involvement with the Chamber is one of the reasons it's so successful." Serving as the Chamber's first diplomat, 1977's Miss Chamber of Commerce, Chairperson of Chamber in 1997, and a ten-year board member, Jo Ann and Olsten have a well-established relationship with the local business community. "You meet so many people through the Chamber," Jo Ann explains, and networking is truly a tenet of business success, especially in the field of staffing.

"Knowing people" is, after all, what propelled Jo Ann into staffing initially. As Director of Development at Baylor School, Jo Ann was often called upon by friends and acquaintances with casual "do you know someone?" requests. After retiring from Baylor to raise her second son Clay, Jo Ann considered what she might pursue upon her return to the workforce and stumbled across staffing. Within two weeks, she was in Mr. Olsten's New York office working out the terms of the licensing agreement.

Though the frenzy of day-to-day business is, at times, all-consuming, Jo Ann doesn't forget the community in which she and Olsten found success. Her long list of charity work includes co-chair-

ing Memorial Hospital's Pink! and serving on both the board of the United Way and within the Rotary Club of Chattanooga as the first female elected member. Additionally, Jo Ann is a board member of First Tennessee Bank at which, she laughs, she began as a Retail Business Development employee in 1976, selling Visa machines to local corporations.

Just as Jo Ann has worked her way from sales calls to oak desk

and swivel chair, she too offers those opportunities for her Olsten staffers. All temporary workers are provided with a benefits package which includes holiday and vacation pay. "If they work the hours, they get the benefits." Like her mentor Mr. Olsten, Jo Ann knows that personal motivation is the key to glean- ing the best from each employee. "Motivation trickles down," she notes. "I have the best staff in the business no doubt."

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The picture above was taken at Little Miss Mag Daycare while Jo Ann was the Chairwoman of the United Way.