

For Immediate Release

'Giant Sucking Sound' Impacts White Collar Class says The Phoenix Link

Dallas, Tx November 4, 2003 - BizWire - In just the past 3 years the United States has seen a drop of over one million manufacturing positions per year; this phenomenon is now evidenced in the service and information sectors. White collar unemployment, which was at 7% of the nation's total joblessness in 1987, today exceeds 17%.

The Phoenix Link is dedicated to connecting experienced executives and technologists with interim and full time positions. In order to service critical corporate requirements, they have brought together a national network of prime candidates and leading staffing organizations. This link will dramatically reduce a firm's time-to-hire while providing talent that can hit the ground running.

Utilizing proprietary software and leveraging their relationship with national staffing organizations, The Phoenix Link has amassed a network of highly qualified professionals. With an average of over 20 years experience, each of their executives and technologists can provide the talent to quickly define, manage and implement a client's business initiatives.

A second component of The Phoenix Link approach is based on an established European model. Great Britain in particular has taken contract or free-lance employment, which European firms term 'interim', to new levels in prestige and benefits. Furthermore this gap is narrowing in length of positions with interim commonly at 2 years in duration and a permanent post averaging slightly over 3 years. As this trend matures in the United States, The Phoenix Link is positioned to allow each component of its network to participate and to profit.

This solution also works in the best interests of corporate clients. Professionals can be brought on to manage a project, bridge a personnel change, implement an opportunity or improve business performance. If the requirement exceeds an individual capability, interim teams of diverse skills can be rapidly structured. Another benefit is that the client company is not the employer of record and can utilize a 'try before you buy' period if the position may become permanent.

"There has been a recent paradigm shift in the U.S. employment marketplace." said Ronald Ternosky, The Phoenix Link's Managing Partner. "Those firms that first recognize the new rules will be in the best position to profit from spot market expertise and just-in-time personnel. We stand ready to work with these early adapters."

The Phoenix Link brings together experienced professionals and an established network of search firms and corporations.

###

Media Enquiries:

[News@ThePhoenixLink.com](mailto:News@ThePhoenixLink.com)

Bill Vick 800-364-8425

<http://www.thephoenixlink.com>