



IN THIS ISSUE

- acrobat outsourcing celebrates its fifth year anniversary
- client highlight

ISSUE HIGHLIGHTS

- giving back

IMPORTANT LINKS

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Acrobat Outsourcing Celebrates Its Fifth Year Anniversary

My How We've Grown.

This year, Acrobat Outsourcing has a lot to celebrate. May marks our fifth year anniversary and we're looking forward to celebrating, big time. But even more exciting, we are entering into an unprecedented stage of growth and expansion based on a business model that has helped us and our customers maximize profits at a time when many businesses are struggling to stay afloat.

A mere five years ago, I bought this company when the majority of our clients were private caterers and party throwers. I invested in improving the quality and size of our employee database, built strategic alliances with corporate food service and hospitality clients and watched the company profits double in two years. It was great while it lasted but when the economy took a dive, I had a huge choice to make: make extensive staff cuts or invest in growing my company at a time when everyone else was tightening their purse strings.

After much research and always up for a good challenge, I decided to take advantage of a huge gap that needed to be filled: I wanted to be that seamless, invisible partner and relieve food service and hospitality managers of many of the time-consuming back-office functions they found themselves taking on to try to keep their overhead low, instead of focusing on wow-ing their customers and growing their business. And so, Acrobat Outsourcing, formerly known as Acrobat Staffing, was born: the only dedicated one-stop-shop outsourcing partner in the West Coast for pretty much any hospitality or food-service related business that needs superior yet affordable hiring and recruiting services, and would also like to streamline other areas of their operations like payroll, food/beverage service training and certifications. The

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result: smart time- and cost-saving strategies to improve your bottom line.

Five years and 150% increase in market share later, I am pretty sure we made the right decision. And when I start to question whether we've grown too big too fast, I think about the feedback I receive from customers who are enjoying higher profits (and lower stress levels!) by partnering with us. We are particularly excited to roll out our [Culinary Outsourcing Services \(COS\) program](#) exclusively for the restaurant industry, as well as grow our [concessions](#) and [conventions](#) side of the business. (Read about our latest conventions client in *Client Highlight*.)

So as we gear up to celebrate our 5th Anniversary and introduce even more fun surprises (like new internet strategy and communications to better serve our various audiences), I want to thank my amazing team and my cherished customers, without whom I could not have come so far and had so much fun in the process. I am very proud.

Gratefully Yours,

[Steve Scher- CEO](#)



Client Highlight - Convention Services

[Luminous Chooses Acrobat as Staffing Partner for 2010 CSLA AsiaUSA Investor Forum.](#)

This March, Acrobat partnered with Asia-based experiential marketing firm Luminous to manage the special events needs for the 2010 CSLA Investor Forum in downtown San Francisco. The five-day convention welcomed over 1000 guests per day, providing information and addressing the important issues on Asia's emerging markets. Luminous -- who is known around the globe for creating and producing experiences that build relationships between businesses, clients, employees and consumers -- wanted to make sure the hospitality elements of the CSLA AsiaUSA meetings, cocktail receptions and evening galas met their highest standards.

Impressed by Acrobat's quality reputation and expertise in the staffing industry, and our ability to meet a variety of conventions needs, Luminous chose us as their Bay Area staffing partner. "We needed a staffing firm that could immediately deliver professional, upbeat talent who did not require a lot of training or hand-holding," explains Dave Low, Director of Production for Luminous. "Thanks to the Acrobat team, the CSLA event was a huge success. We were especially grateful for our account manager, who was extremely attentive to our needs both on site and off. We are looking forward to partnering with Acrobat again next year."

Giving Back!

Acrobat Outsourcing would not be as successful as it is today without the support of the communities in which we work. For this reason, we make it a priority to develop meaningful partnerships and give back to different organizations each quarter by contributing what we already do on a daily basis.

This spring, we will be benefiting the following organizations by offering complimentary staff hours:

[-San Francisco Academy of Friends - 2010 Academy Awards Night Gala](#)

[-San Francisco AIDS Foundation - Ovarions 2010](#)

[-LGBT San Francisco - Soiree 2010](#)

[-Kids' Turn - 22nd Annual Spring FUNdraiser](#)

[-Stanford University Charity Fashion Show 2010](#)

[-PAWS San Francisco - Petchitecture 15](#)