

2012 Corporate Backgrounder

About CPEhr

CPEhr, Inc. headquartered in Los Angeles, California, is a Human Resources Outsourcing Firm and Professional Employer Organization that provides flexible employee administration services to small and mid-sized businesses. CPEhr is a respected leader in its industry with over thirty years of expertise. While its operations are primarily in California, CPEhr services over 300 clients, representing 75,000 employees nationwide.

CPEhr was founded in 1982 to meet the growing employment challenges faced by California business owners. CPEhr provides business leaders peace of mind through their team of experts in the following key areas:

- Human Resources Administration
- Employment Compliance
- Employee Benefits
- Risk Management and Workers' Compensation
- Payroll and Tax Administration

CPEhr supports its clients so they can focus on their key business goals – reducing personnel overhead, cutting employment risks, and improving employee job performance. CPEhr's strengths lie in the ability to create personal relationships with its clients, while offering customized services with the systems found within large corporations.

Mission Statement

- ▶ To be the cost-effective strategic partner and human resources arm for our clients
- ▶ To assist our clients with labor-related exposures
- ▶ To facilitate the success of our clients by enabling them to focus on their core business
- ▶ To support the welfare and well-being of our clients and work-site employees

CPEhr will make reasonable promises and deliver them meticulously with care and consideration

Markets

CPEhr's target market is small to mid-sized businesses. CPEhr clients represent the health care, financial and business services, non-profit, warehouse/distribution, retail, general manufacturing, media and "light blue collar" industries.

Service Offerings

CPEhr offers high-touch and customized Human Resource Outsourcing solutions that are unique to any business needs. The service options include: Professional Employer Outsourcing, Human Resources Partnering, and Human Resources Outsourcing.

- ▶ **Professional Employer Outsourcing (PEO)** is the most complete Human Resources support solution. CPEhr assumes certain employment responsibilities and shares in the liability of being an employer with the client. Clients gain access to Human Resources Administration, Labor Law Compliance, Management Training, Safety and Risk Management, Employee Benefit Packages, Workers' Compensation Insurance, Payroll and Tax Administration, and Employee Practices Liability Insurance (EPLI). Under the PEO model, clients gain access to CPEhr's workers' compensation, health and voluntary benefit insurance packages.
- ▶ **Human Resources Partnering (HRP)** is a flexible alternative to the PEO model. Under the HRP service model, clients have access to many of the services offered under the PEO arrangement, but are able to maintain their existing benefits and/or workers' compensation insurance. The services included in this plan are Human Resources Administration, Management Training, Safety and Risk Management, Payroll and Tax Administration.
- ▶ **Human Resources Outsourcing (HRO)** is a service model in which CPEhr designs a customized plan for the specific area(s) selected by the client. This option provides administrative services and strategic human resources functions, but does not include payroll administration.
- ▶ **A-La-Carte** services are available for companies that already have an existing HR department, but are looking for added human resources support. Pick and choose the products you need. Services include handbooks, wage reviews, severance agreements, drafting of specialized policies (tele-communicating, blogging, etc), compensation and commission programs, Exempt vs. Non-Exempt Analysis, employment (DFEH, DLSE, DOL, EEOC) consultation, employee files audit, and more.

Corporate Employees

- ▶ 90

Privately Held

- ▶ CPEhr is privately held company. It is one of the largest and oldest independently operated PEOs in the nation.

2011 Gross Revenues

- ▶ \$295,000,000

Projected 2012 Growth

- ▶ 13 -15%

Officers

- ▶ Harold Walt *Chief Executive Officer*
- ▶ Faith Branvold *President*
- ▶ Grace Drulius *Chief Financial Officer*

Association Memberships

- ▶ Professionals in Human Resources Association (PIHRA)
- ▶ Society for Human Resources Professionals (SHRM)
- ▶ California Chamber of Commerce
- ▶ Los Angeles Area Chamber of Commerce

Corporate Accolades:

- **Los Angeles Business Journal's Best Places to Work in Los Angeles** – 2009, 2010, 2011
- **LABJ Women Making a Difference Finalist** - 2010
- *Honorable Mention- California Fit Business Award*- 2008

Corporate Headquarters

9000 Sunset Blvd. Suite #900, West Hollywood, CA. 90069 | 310.270.9800

On-line Presence:

Corporate Website: <http://www.cpehr.com>

Blog: www.cpehr.com/blog

Twitter: www.twitter.com/cpehr

Follow CPEhr on **Facebook** and **LinkedIn**.

Media Contacts

Ari Rosenstein, Marketing Director 310.734.4222/ari@cpehr.com

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