



# Press Kit

2010



CPE HR, Inc.  
9000 Sunset Blvd.  
Suite 900  
West Hollywood, CA 90069

[www.cpehr.com](http://www.cpehr.com)  
800-850-7133

Media Contact:  
Ari Rosenstein, Director of Internet Marketing,  
[ari@cpehr.com](mailto:ari@cpehr.com), 310-734-4222

# 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 close to thirty years of expertise. While its operations are primarily in California, CPEhr services 15,000 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 a complete co-employment service, CPEhr becomes the "Employer of Record" while the client continues to function as the managing employer. CPEhr assumes certain employment responsibilities and shares in the liability of being an employer. 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).
- ▶ **Human Resources Partnering (HRP)** is a flexible alternative to co-employment, the client remains the "Administrative Employer." The clients have access to some of the same services offered under the PEO arrangement, but with the ability 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.

## Corporate Employees

- ▶ 90

## Privately Held

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

## 2009 Gross Revenues

- ▶ \$295,000,000

## Estimated 2010 Growth

- ▶ 10-15%

## Officers

- |                  |                                |
|------------------|--------------------------------|
| ▶ Harold Walt    | <i>Chief Executive Officer</i> |
| ▶ Faith Branvold | <i>President</i>               |
| ▶ Grace Drulius  | <i>Chief Financial Officer</i> |

## Association Memberships

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

## Corporate Accolades:

- *Sixth Place*- Los Angeles Business Journal's Best Places to Work in Los Angeles- 2009
- *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](http://www.cpehr.com/blog)  
Twitter: [www.twitter.com/cpehr](http://www.twitter.com/cpehr)  
Follow CPEhr on Facebook and LinkedIn.

## Media Contacts

Ari Rosenstein, Marketing Director 310.734.4222/[arosenstein@cpehr.com](mailto:arosenstein@cpehr.com)  
Monique Stennis, Marketing Coordinator 310-270-9869 /[mstennis@cpehr.com](mailto:mstennis@cpehr.com)

## Diversity Statement

---

At CPEhr, we are all unique individuals with special gifts, talents and different experiences. As your Human Resources partner we welcome diversity. We empower our employees to discover solutions and contribute creative ideas to deliver outstanding customer service. We have developed a culture that is rich with both internal and external relationships that cultivates outreach into our communities and strengthens our professional alliances.

## Community Service Statement

---

CPEhr is committed to community service. We believe in strengthening the communities in which we do business. We foster partnerships and build strategic alliances with non-profit organizations that are focused on job readiness for underserved communities, and educational programs that prepare students for the workforce.

CPEhr's supports Fresh Start Catering.



A vocational training organization that provides catering services to local businesses and organizations. They prepare and serve over 66,000 meals per year. Step Up on Second has seventeen years of experience assisting mentally ill adults. Fresh Start Catering serves as an entry into regular unsubsidized employment. Mentally ill adults are prepared for competitive employment in the food industry by mastering good work habits, customer service, sanitation, cooking techniques, food assembly lines, and quality control.

CPEhr is a proud sponsor of Junior Achievement



Junior Achievement Worldwide is a nonprofit organization dedicated to inspiring and preparing young people to succeed in a global economy. Since its founding in 1919, Junior Achievement has contributed to the business and economic education of more than 79 million young people around the world.

## Recent Press Releases

---

### CPEhr Re-Releases White Paper Detailing How HR Outsourcing Helps Employers Through the Recovering Economy

*Updated white paper discusses rapidly changing economy and how small and mid-size employers benefit from outsourcing human resource functions*

LOS ANGELES, Calif. – Human resources outsourcing firms and Professional Employer Organizations (PEOs) continue to grow in popularity as a way to cut employment costs, reduce HR risks and improve efficiencies.

This is according to a newly updated white paper released today by CPEhr, a leading HR outsourcing firm, entitled “Preparing for the Rebound: How Human Resources Outsourcing Can Help Business Through Uncertain Economic Times.”

The white paper was originally released in early 2010. However, due to the rapidly changing economic environment, the report was re-released, including updated economic data and trends. The white paper analyzes these trends and provides a detailed analysis of employment priorities for the coming year. It also reviews the value of outsourcing various functions to an HR outsourcing firm as a way to reduce costs and liabilities, and to boost employee productivity.

Researched and compiled by Ari Rosenstein, CPEhr’s Director of Marketing, the white paper draws from CPEhr’s extensive experience working with a wide range of companies in the small to mid-sized business sector over the past 28 years.

“As the economy slowly improves, employers will continue to focus on cost-containment and improving efficiencies,” says Rosenstein. “Our research points to outsourcing human resources as a cost-effective and efficient way to reach those goals for the remainder of 2010.”

The white paper focuses on the role HR outsourcing and PEOs play in supporting three key employment priorities: Stabilizing operating expenses, reducing employment risks, and enhancing employee performance.

A free copy of the white paper can be downloaded at <http://www.cpehr.com/white-paper>.

###

## CPEhr Welcomes Joshua Sable, Esq., as its Corporate General Counsel

*Senior partner with decades of employment law experience joins CPEhr, a leading Human Resources Outsourcing firm and PEO.*

Los Angeles, Calif - CPEhr, a Los Angeles-based human resources outsourcing firm and Professional Employer Organization ("PEO"), is pleased to announce the appointment of Joshua Sable, Esq. as its General Counsel. Mr. Sable has close to 20 years of experience handling legal matters for business owners and he brings another layer of experience and expertise to CPEhr's Human Resources infrastructure which provides employment support and human resources services to its hundreds of clients and over 15,000 worksite employees.

"Josh Sable is a consummate professional and a gifted attorney," says Faith Branvold, CPEhr's President. "He balances a strong understanding of labor and employment law with an appreciation for providing business owners with practical and cost-effective solutions."

Prior to joining CPEhr, Mr. Sable was most recently a partner at Bryan Cave, LLP, a business and litigation firm with 19 offices worldwide. At Bryan Cave, Mr. Sable headed the Santa Monica, CA, labor and employment law practice. He is an experienced trial lawyer, having litigated various matters in both State and Federal court. While in private practice, Mr. Sable focused on employment discrimination, wage and hour, trade secrets, non-compete and union matters. He also has experience in the defense of class action lawsuits and has represented clients in unfair labor action proceedings before the National Labor Relations Board. Prior to joining Bryan Cave, Mr. Sable was also a Partner at Foley & Lardner in Los Angeles.

"I am delighted to be joining my long-standing client, CPEhr," says Sable. "I have worked with this organization for over a decade, and am always amazed by the quality of the services and the professionalism demonstrated by each and every employee. I truly believe CPEhr's business model is the perfect platform for handling the HR needs of small to mid-size businesses."

Mr. Sable graduated in 1993 from UCLA Law School and currently resides in Los Angeles, California, with his wife Larae and his daughter Charlotte Grace.

###

CPEhr Named as One of Top Ten “Best Places to Work” in Los Angeles  
*Los Angeles Human Resources company CPEhr earned a sixth place ranking for mid-sized businesses, beating hundreds of companies in the Los Angeles Business Journal’s prestigious “Best Places to Work” 2009 competition.*

Los Angeles, Calif. – CPEhr, a Los Angeles Human Resources firm, was awarded a sixth spot ranking in the prestigious “Best Places to Work” competition by the Los Angeles Business Journal.

Employees working for Los Angeles organizations were surveyed anonymously early this spring by the LA Business Journal to measure their overall satisfaction with their work place. Key criterion used to determine the ranking related to leadership, corporate culture, work environment, training, development, communications, planning, pay and benefits.

“We are very proud of this award,” says Faith Branvold, President of CPEhr. “We strongly believe that the relationship we have with our employees is like family.”

The Los Angeles Business Journal describes CPEhr as, “A company where the people, from top to bottom, care for each other and are happy to be working to help their clientele. Chalk it up to the family environment that’s been cultivated at this Human Resources outsourcing organization.”

CPEhr offers its employees and its clients’ employees a wide range of benefits and programs to promote a healthy, positive and productive work environment. Benefits include comprehensive health, dental, vision and life insurance, and retirement plans. For their corporate staff, CPEhr makes sure to add the “fun details” like company sponsored yoga, picnics at the Hollywood Bowl, a softball team, an employee lounge complete with a gourmet cappuccino machine and soda fountain, and monthly events where employees gather to celebrate and hear positive feedback from their clients and team members.

“We know that dedicated, happy employees will remain with the company longer, work harder, and provide the best service possible for our clients,” says Branvold. “It has always been our philosophy that a work environment built on respect, recognition, positive reinforcement and teamwork sprinkled with fun and creative touches will reward us for years to come. We are very proud of our CPEhr family.”

###