

Backgrounder

About CPEhr

CPE HR Inc., headquartered in West Hollywood, California, is a Human Resources Outsourcing and Professional Employer Organization firm that provides employment support services to small and mid-sized businesses. CPEhr is a respected leader in its industry with more than 27 years of experience. While its operations are primarily in California, CPEhr services 15,000 employees at 300 locations in 35 states.

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 Human Resources, Benefits, Payroll and Risk Management that ensure compliance with all employment regulations. We alleviate the Human Resources headaches so our clients can focus on their key business goals, employee satisfaction and overall customer service. CPEhr's strength is the ability to offer flexible and personalized services within a privately held firm with the technological capabilities found in large corporations.

Mission Statement

- ▶ To be the cost-effective strategic partner and human resources arm for our clients
- ▶ To protect our clients against 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 California businesses. CPEhr clients represent the health care, business services, non-profit, warehouse/distribution, retail, general manufacturing, and "light blue collar" industries.

Service Offerings

CPEhr offers personalized and flexible Human Resource Outsourcing service options that are unique to any business needs. The services 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 resource 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.

2008 Gross Revenues

- ▶ \$295,000,000

Estimated 2009 Growth

- ▶ 15-20%

Officers

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

Association Membership

- ▶ National Association of Professional Employer Organizations (NAPEO)
- ▶ California Chamber of Commerce – Preferred Vendor Network
- ▶ Professionals in Human Resources Association (PIHRA)
- ▶ Society for Human Resources Professionals (SHRM)
- ▶ Los Angeles Venture Association (LAVA)

Corporate Headquarters

9000 Sunset Blvd. Suite 900
West Hollywood, CA. 90069

Corporate Website

<http://www.cpehr.com>

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