

Venator Staffing, LLC

Troy



"If we are honest with our employees, there is mutual respect, and that leads to long-term relationships which means business success." F. Cedric Corera, Managing Principal and Owner

Snapshot: A minority-owned company, Venator Staffing, LLC, provides a variety of staffing services in areas such as finance and accounting, recently expanding to engineering as well. To fund the company, each of the three partners — Corera, Charlie James, principal, and Karl Roehrig, principal — used money from the equity in their homes. In addition, they obtained an initial line of credit from a bank and drew no salaries for the first year. Today, the company says much of its success is attributed to putting employees first.

Seeing Inefficiencies: The idea for the company came when the founders saw the inefficiencies of large corporate America and believed that they could provide a better service and be more successful.

From Accountants to Engineers: Last year Venator's clients started asking the company to help them recruit engineers, as well as financial people. The company's technical division is now its fastest growing business segment.

Putting Employees First: "Our business success is predicated upon retaining employees," explains Corera. Turnover at Venator is less than 5 percent per year in an industry that averages 80 percent to 90 percent turnover. Corera says the company accomplished this by "providing a superior work environment where we not only have great benefits and a commitment to job stability, but also where our employees are compensated for superior performance."

Michigan Talent Tapped: A key contribution Venator has made to the community, according to Corera, is educating its Michigan clients that key executive talent can be found in the state — as opposed to other regions or major cities such as New York and Chicago. "Over 90 percent of the time we have found Michigan residents for jobs in Michigan," he says. "We consciously look within Michigan first to keep the talent here."

Getting Bank Financing: A key obstacle Venator had to overcome is getting bank financing. "We have continually reinvested money into our business, sacrificing short-term profits for long-term growth," says Corera. "This is not something that financial institutions like to see, so we have had to have unbelievably solid business plans to acquire the extra financing that we have needed to grow our business." With the extra financing, Venator has established three business lines in three years, each now profitable, says Corera.

Investing in People Pays Off: Much of Venator's future success will be related to retaining its employees, Corera says, which will help to keep attracting top talent. "When we interview people for internal positions, they are amazed that we have such low turnover," he says. Venator also takes pride in its ongoing training and development programs.

Managing with Integrity: "If we are honest with our employees, there is mutual respect, and that leads to long-term relationships which means business success," he says.



Principals: Karl E. Roehrig, Charlie James, and F. Cedric Corera, Managing Principal

AT A GLANCE

| |
|--|
| Venator Staffing, LLC |
| F. Cedric Corera, Managing Principal/Owner |
| Troy |
| Founded: 2002 |
| Primary Business: Service |
| Sites in Michigan: 1 |
| Sites Elsewhere: 0 |
| 37 Full-Time Employees in 2004 |
| 60 Full-Time Employees Expected in 2005 |
| www.venatornet.com |