

Human Capital Article

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Diversity – The Key to Unlocking New Opportunities

Morristown, NJ (April 25, 2002) In this ever-increasing turbulent economy, dizzying price wars are erupting, eroding corporate profits and forcing leaders to look for answers to reverse falling market share. One of the ways companies are working to better their organization is to focus on long-term talent strategies. They have realized the importance of attracting and retaining great talent and the far-reaching effects diversity can have on an organization's continued growth and success. With a goal of creating a workplace and management atmosphere that better reflects the demographics of the global marketplace, more clients are specifying diversity as a criterion when considering candidates.

In its ongoing effort to satisfy the needs of their clients and demands of the marketplace, **EPSEN FULLER & ASSOCIATES** has increased their focus on diversity initiatives with its clients. Despite common beliefs, diversity is not merely a blend of employees belonging to various races or cultures. Nor is it the nurturing of a few women executives in a corporation. Rather, diversity is a long-term commitment that capitalizes on various individual backgrounds, perspectives and strengths. It must become part of the very fabric of the company and, like any sound business strategy, should be well thought out to positively impact the bottom line.

"Making diversity a priority criterion within the search process, Epsen Fuller has committed to bringing one or more candidates of diverse backgrounds to the table for each of its assignments," says Tom Fuller, Managing Partner of the firm. "Ten years ago, diversity was in style, both on Boards and in leadership roles, with corporate governance the catalyst. While past demand was created by government requirements, the remainder was based on cultural shifts and changes in corporate America. With the recent rush for talent, most corporations have lost their focus on diversity within the management ranks. Managers needed to hire people quickly and didn't always recognize the value diverse talent brings to an organization." Fuller continues, "By taking the opportunity to choose from a wider pool of qualified candidates, organizations are able to deliver the best for its stockholders, customers and employees. Advising our clients to hire diverse executives adds creativity, growth and a fresh point of view to the management team."

Attracting diverse candidates may not be as simple as one might think. Many star candidates are lost in large corporations, pressed under glass ceilings. Others are focused on making their mark in their current jobs and have shunned the spotlight, and its associated attention. Unearthing the candidate who will bring the beneficial qualities diversity holds requires a disciplined process and an absolute understanding of the cultural fit within the organization.

Today, the rise in demand for diversity proves companies are learning from the economy by focusing on bringing in the best talent. Companies that have begun to implement this strategy have found at least one solution for the challenges of today's economy.

About Epsen, Fuller & Associates, LLC

In today's competitive environment, the most important asset of any growth organization is its Intellectual Capital. The acquisition of superior talent is critical in driving the success of any enterprise. There is a clear relationship between the effectiveness of a company's human capital and the creation of superior shareholder return. The expertise of Epsen Fuller & Associates is in acquiring the strategic human capital needed to implement aggressive growth models.

Utilizing our proprietary **Human Capital Valuation SystemSM**, which is widely recognized as a superior management-building tool, we are dedicated to serving the strategic human resource needs of demanding emerging growth as well as Global 2000 clients. With offices in Austin, TX and Metropolitan New York, Epsen Fuller & Associates specializes in the Financial Services, Technology & Telecom, Pharmaceutical & Biotech, and Consumer Products industries and conducts strategic staff recruiting assignments and senior executive search throughout multiple disciplines at levels from Director to Chief Officer and Board Member positions.

