

CONSULTANT'S EDGE

A quarterly newsletter
from EDGE Services



**EDGE is proud to announce
the launch of our new
website:**

www.edgeservices.com

Learn more about:

- Why Choose EDGE
- Consulting for EDGE
- New to Consulting
- Submit Your Resume
- About EDGE
- Contacts

IT Employment Decline Moderates

Although IT employment continued to contract in June shedding 16,000 jobs or .4%, the decline was more moderate than recent months, according to TechServe Alliance, formerly NACCB, which tracks monthly IT employment.

While peaking at over four million jobs and dropping every month since November 2008, the month-to-month decline in June was far more moderate than all but one of the preceding months. In June, IT employment stood at 3,828,900, reflecting a year-over-year decline of 4.9%.

"While IT employment is still contracting, June's more moderate decline is consistent with our recent survey data that suggests stabilization of the IT employment picture," observed Mark Roberts, CEO of TechServe Alliance.

"While there will certainly be difficult months ahead given employment is inherently a lagging indicator, any sign of stabilization of IT employment headcount is welcome news," commented Roberts.

TechServe Alliance's IT Employment Index is the first specific measurement of IT employment. This unique measurement of total IT employment is created monthly by studying the ongoing staffing patterns of a dozen IT and computer related occupations in 16 industries and industry sectors employing significant numbers of IT workers.



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EDGE Undertaking New Marketing Initiatives

A new business generation marketing campaign launched in June 2009, aimed at increasing our brand awareness in the market.

"We are reaching out to banks, credit unions and finance companies that do not have an active relationship with EDGE or have not been active with us in some time. Our goal is to share the EDGE story and build new, active and productive relationships," said Heather Crawley, marketing manager.

The campaign will stretch over six months and is using a mixture of mail, email and personal sales contact.

"In just six weeks, we have already received some positive results from the campaign and we are excited about what is ahead," said Crawley.

EDGE is also focusing on collecting testimonials and case studies of our successes. We are beginning to document those stories and turn them into materials that our sales team can share with new and potential clients.

If you know of a success story, a happy client or a story that describes our level of service, please share! Send them to Heather.Crawley@edgeservices.com.

Improving Your Consultant Resume

As you are well aware, working as a consultant is a different world than working as a traditional, full-time employee. The success of selling your skills to potential clients hinges greatly on how specifically you communicate your skills.

Our EDGE recruiters have several quick tips for increasing the effectiveness of your resume:

- Focus on using keywords. For example, include specific names of banking application knowledge, use software names (Fidelity, IMPACS, etc.).
- Include specific names in the technical knowledge area - COBOL, JCL, Project, Word, EasyRetrieve, etc.
- Name the client, locations, dates and details and terms of each assignment.

"Our clients usually have a specific need, with specific skill sets required. When resumes are detailed and include specific names of software and expertise, it increases our ability to successfully place our consultants in opportunities," said Colleen Marhenke, EDGE recruiter.

If you have any questions or would like to discuss your resume, please call your recruiter or contact Larry Carter at (703) 496-5575.

Don't forget!

As your assignments approach their end dates, send an updated resume to our Staffing Team.

By having your most up-to-date experience and skills sets, we can better market you for upcoming assignments.

Remember the EDGE Referral Program!

EDGE pays up to \$1,000 for new referrals, who are successfully placed by EDGE.

Contact an EDGE recruiter for more details.



Our Staffing Team:

Larry Carter, Manager - (703) 496-5575
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Melinda Matthews - (703) 496-7547
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Mike Bowman - (703) 496-4119
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EDGE Services has a singular focus - providing experienced IT and business consultants to address project and staffing needs of banks, credit unions and finance companies.

We have a proven track record in the areas of:

- Core Systems Processing
- Mergers and Acquisitions
- Branch Automation
- Project Management
- Custom Modifications
- Quality Assurance Testing
- Systems Integration
- Staff Augmentation