



Geoff Clendenning, V.P. Business Development and Andrea Duggan Director of Talent Management.

Small Business of the Month

Armor People Link

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The Brampton Board of Trade congratulates Armor People Link on being selected the Small Business of the Month.

While facing down 2009 has been a challenge, the best companies look beyond the crisis of the moment and focus on the opportunities that accompany such momentous change.

One such company is Armor People Link (formerly Armor Personnel), a long-standing member of the Brampton business community.

Armor People Link provides temporary, contract and permanent staffing solutions to large and small companies throughout Brampton and the GTA. They offer a range of professional and administrative solutions including: temporary office & clerical, sales admin., customer support, and data entry staff; as well as contract engineers, logistics & supply chain specialists, and permanent executive search.

Founded by Lou Duggan (President BBoT 1987-88) in 1971, Armor grew to become a leading temporary staffing and recruiting firm in Brampton and the GTA. The company has been a recipient of numerous awards throughout its history, including: Lou Duggan as "BBoT Business Person of the Year" in 1997 and the "BBoT Outstanding Business Achievement Award" in 1998.

Armor is now in the hands of the next generation; Andrea Duggan, daughter

of Lou Duggan and her husband Geoff Clendenning have rebranded the company as Armor People Link.

Recognizing the impact of social networking technologies and understanding the pending influence of the echo boomers, Geoff & Andrea re-launched the company website (www.armorpeoplelink.com) and implemented the latest in social networking technologies' including: two blog sites, TalentFindr and CareerFindr, as well as Twitter, LinkedIn and Facebook.

"These new tools allow us to respond more quickly to our clients needs by connecting us to a broader and more diverse community of candidates" says Andrea Duggan Director of Talent Management. "This technology is tightly integrated into the lives of echo boomers and will play a big role in how they build their careers and we need to be part of that" says Geoff Clendenning, V.P. Business Development.

Armor People Link's approach to staffing services is also unique.

"Our business proposition is simple" says Geoff, "we help our clients maximize their return on human capital by utilizing temporary and contract employees to free up unproductive hours from revenue generating or margin-enhanced activities." For example, a sales person who spends 5 hours a week on administrative tasks at a cost of \$55 per hour can be supported by a temporary admin employee at the cost of \$25 per hour. Thus, the client frees up five hours per week @ \$30 per hour of unproductive time that can now be applied to generating new sales.