

# 2006 Press Kit



**staffmate**<sup>TM</sup>  
online

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**Culinary Capers**

Vancouver, British Columbia

**The French Gourmet**

San Diego, California

**Grace Street Catering**

Alameda, California

**Santa Barbara Catering Company**

Tempe, Arizona

**Bill Hansen Catering**

Miami Florida

**University of Wyoming Catering**

Laramie, Wyoming

**Branches Catered Affairs**

West Long Branch, New Jersey

**Schaul's Signature Cuisine**

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**Meadow Wood Manor**

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## LETTER FROM STAFFMATE ONLINE'S FOUNDER

This truly is an exciting time to be part of StaffMate Online. Although we are still a very small company, our growth over the past two years has been nothing short of incredible. And, with the recent addition of our first international client, Culinary Capers of Vancouver, British Columbia, we couldn't be more proud of what we have been able to accomplish in just a few short years.

Yet, as we look to 2006 and as we begin executing our largest marketing effort to date, we are poised to make the past two years, and the nearly 3000% gross revenue growth we've experienced, look paltry by comparison.

This time next year, our company will look very different than it does today. We will have implemented interfaces with vertical software and service providers, we will have introduced several new add-on modules and our service will be available in 2 additional languages.

But nothing has the power to transform our company more than the marketing blitz we have begun executing for 2006. Our sponsorship of the *catersource* 2006 trade show in Las Vegas, our first ever print advertisement and our new membership in the International Caterers Association will be a great way to kick off the new year.

Although our low profile over the past 3 years was strategically intentional, 2006 will witness the end of our quiet demeanor and we will keep you informed all along the way.

I want to thank you for taking the time to review our Press Kit. The stories we have to share about taking an idea from startup to a 3 year old industry-leading company are abundant and I am certain that you will find any number of potential angles that are sure to appeal to your readers.

Whether your interests lie with StaffMate Online itself, the industry as a whole, the technology side or the business side, the local angle, the startup phase and/or what I believe 2006 holds for our company, I am available to help in any way that I can. Simply call or email me at your convenience with any request you may have.

Sincerely,



Joseph T. Veneman

**StaffMate Online**

<http://www.staffmate.com>

[joseph@staffmate.com](mailto:joseph@staffmate.com)

1.888.782.3341

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## STAFFMATE ONLINE: INTRODUCTION

StaffMate Online was developed to be the first staff scheduling software devoted specifically to caterers and special event-based companies.

One question that may come to mind is "Why do special event-based companies need a specific type of staff scheduling software?" Lucky for us, no one knew the answer to that until StaffMate Online came along to provide the solution.

Unlike scheduling nurses, or restaurant staff, or employees at a manufacturing plant, scheduling event-based staff is complicated by a myriad of logistical and communication issues not normally associated with non-event-based staff.

Event-based staff are more like independent contractors than "regular employees". Event staff work out of their homes and are called upon when events need to be staffed. Additionally, most regular employees have consistent shifts that they work, first shift, third shift, etc. Not true in the special events industry. Event-based staff can be called upon to work when events warrant: morning, noon or night, thus availability becomes an issue.

And, unlike regular employees, event staff are almost always expected to arrive at a different worksite each time they are scheduled. Event employees don't have an office or normal job site and are very rarely expected to meet at their employer's office prior to proceeding to the event.

So, in the past, each time a special event company needed to book staff for an event, they were forced to telephone their employees. Imagine having to call 45 employees and having to repeat event details, driving directions and uniform requirements 45 times just to secure the 30 employees who were available to work a particular event.

Now imagine duplicating this process ten additional times for the ten other events you have scheduled for that same week. Think about all of the busy signals, the voice mail and the call backs. Imagine having to track to whom you have placed calls for each event and to whom you still need to place calls. And try doing all of this with nothing more than a pencil, a dozen sheets of paper and a phone.

All along, you're keeping your fingers crossed that none of the event details change (as they very often do) or, guess what? You will be calling each of your employees again to provide them with the new instructions. And next week, you start the entire process all over again.

Sounds excruciatingly arduous, doesn't it?

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## STAFFMATE ONLINE: BACKGROUNDER

Since graduating from The Ohio State University's School of Business in 1989, StaffMate Online owner and founder, Joseph Veneman, has passionately pursued creating technology-based applications to overcome business-related quandaries.

In 1998, building upon his success at solving dilemmas for his employers, Veneman struck out on his own and formed a small, but successful, Web development company.

In the Fall of 2002, former Web development client, Pepper's Catering of Northborough, MA, contacted Veneman and asked him to solve a very unique problem. Peppers' staffing coordinator was overwhelmed with the task of contacting their 100+ employees for the increasing number of events their growing catering business was booking.

Excited by the opportunity, Veneman worked on an application that would not only solve the staff scheduling crisis at Pepper's, but would also work for caterers everywhere. By the winter of 2002, the Web-based software that would eventually be known as StaffMate Online was born.

Instead of proceeding directly to market with the new creation, Veneman spent the next 14 months working closely with Pepper's and two local catering companies, Made From Scratch of Plain City, OH and Cameron Mitchell Catering of Columbus, OH, to further define and refine StaffMate Online.

In January 2004, Veneman decided that it was time to introduce StaffMate Online to the special events industry and chose the *catersource* 2004 trade show as his platform.

StaffMate Online had only a handful of clients but Veneman possessed a strong desire to spread the word about his novel solution to a decades old problem.

Something must have clicked.

Today, StaffMate Online touts more than 50 clients from New York City to San Diego, Miami to Seattle and our first international client, Culinary Capers of Vancouver, British Columbia.

And, since its inception, StaffMate Online's clients have utilized our Web-based software to schedule on-call staff into more than 175,000 shifts for greater than 27,000 unique events, making StaffMate Online the #1 staff scheduling software in the special events industry.

Quite a leap from just a handful of clients 24 months ago.

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## STAFFMATE ONLINE: HOW IT WORKS

StaffMate Online is a revolutionary and robust, Web-based staff scheduling, management and communication application. It is the first and only online staff scheduling program designed in consultation with, and specifically for, the special events industry, meaning it will do exactly what you want it to do, right off the bat, with little or no configuration.

### It Really Is This Simple

With StaffMate Online, you simply enter event details into your own Web-based event calendar, choose to whom you wish to publish the upcoming work opportunity and then sit back and watch as the positions fill themselves.

By 'positions filling themselves' we mean that staff members can log in to their own personal calendar, 24 hours a day, 7 days a week, from any Internet-connected computer to review upcoming work opportunities and scheduled obligations.

Upon finding a work opportunity that fits his or her availability, a staff member can request to work the event by simply clicking one link. From the administrator's event calendar, all you see are the positions filling themselves while you're busy doing things you never had time to do before.

### Maintain Management Authority

To those caterers and staffing coordinators worried about losing even a little bit of control over which employees work which events, there is no need to fret. With StaffMate Online's robust administrative tools, you still decide to whom you will, and to whom you won't, publish a given event, you maintain the ability to accept or reject staff member work requests, you have the flexibility to easily move employees from one event to another and you maintain the ability to manually fill positions as you see fit.

### Avoid Catastrophic Miscommunication and 'Clarification Calls'

And, with the ability to log in at any time from any Internet-connected computer to review event details for upcoming work obligations, staff members are empowered to remind themselves of when to arrive, what to wear, where to meet and how to get there, nearly eliminating inbound 'clarification calls'.

### Communicate More Effectively

Facilitating communication with staff members has always been, and will always remain, a primary focus of our software. Use the Broadcast Email function to send a message to all your staff members, selected staff members or only employees qualified to work certain positions. Use it to send individual emails or to send an email to every employee scheduled to work a certain event. And with StaffMate Online, you have the capability to quickly and easily add an attachment of any type to any broadcast email you send out.

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## STAFFMATE ONLINE: A GLIMPSE INTO 2006

During our first three years, StaffMate Online has intentionally remained a low-profile player in the special events industry. We have relied on word-of-mouth referrals and direct mail campaigns to carry our message to our target markets. We knew we had a superior niche product and we were confident that it could sell itself while we quietly captured market share and while we refined our product to the point where it would be virtually impossible to replicate.

And, so far, the strategy has worked.

Our low profile has allowed us to keep new entrants from discovering the niche and it has kept "fringe" competitors (those with online staff scheduling software created for other industries) from adapting their software to crowd out potential competition in the special events industry. Now that StaffMate Online has, very quietly and virtually uncontested, captured significant market share in the special events industry, we feel that new entrants and fringe competitors will soon find it too expensive and labor intensive to create or modify software to compete in this market.

After all, StaffMate Online has done little more than exhibit at *catersource* 2004 and engage in a few direct mail campaigns. Yet, over the past 24 months alone, we have managed to expand our client base by 1700% and our gross revenues by 2936%. We believe this to be a true testament to the strength of our software solution.

We have just begun to scratch the surface of this niche market and our quiet demeanor is about to change, and rapidly.

For StaffMate Online, 2006 will begin with a 1/3 page color advertisement in the January/February issue of *catersource* Magazine, a bi-monthly industry publication with a nationwide circulation of 25,000. This will be the first print advertisement in the 3+ year history of StaffMate Online.

January 1, 2006 will also mark the start of StaffMate Online's membership in the International Caterers Association (ICA), a professional industry organization with over 1,000 members in the United States, Canada, Mexico, New Zealand and Puerto Rico.

Additionally, StaffMate Online has contracted to sponsor the *catersource* 2006 trade show being held January 24th & 25th, 2006 in Las Vegas, NV. As a benefit of sponsorship, and in addition to our 1/3 page color advertisement, the January/February issue of *catersource* Magazine will carry an editorial article featuring StaffMate Online along with other trade show sponsors.

At StaffMate Online's 300 sq. ft. trade show booth (booth 511), visitors will be greeted by a professional video presentation on a 42" plasma screen and live software demonstrations personally conducted by StaffMate Online owner and founder Joseph Veneman.

To follow up the January marketing blitz, StaffMate Online will selectively place print advertisements in issues of industry magazines with topics that we believe are of interest to our target markets.

And to compliment our ICA membership, StaffMate Online will secure memberships in the National Association of Catering Executives (NACE) and the International Special Events Society (ISES). Our goal is to demonstrate our commitment to the special events industry through professional organization membership and to aggressively market StaffMate Online through the established channels these organizations provide.

The new year will also bear witness to dramatic software enhancements. These improvements are intended to help our clients attain an even higher level of efficiency, increase StaffMate Online's gross revenues, pave the way for greater expansion into the global marketplace and create additional marketing opportunities.

For example, StaffMate Online has developed an application program interface (API) which allows our staff scheduling software to interface with software and services in vertical markets. We have already begun exploratory co-development with a leading catering management software company and have entered into preliminary discussions with two national payroll processing companies. The planned result will be a process that flows seamlessly from event booking, to staff scheduling, to payroll processing, with StaffMate Online playing the vital connecting role.

In 2006, StaffMate Online will also be announcing the creation of several add-on modules which, for an additional annual fee, will allow our clients to use our software to expand their efficiency beyond merely scheduling and communicating with staff.

Finally, 2006 will witness the translation of the StaffMate Online service into Spanish and French, allowing staff members and administrators to have the option of displaying StaffMate Online in English, French or Spanish. The additional languages will help facilitate sales in additional markets in both the U.S. and Canada and will pave the way for potential expansion into additional global markets in 2007.

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## POTENTIAL ARTICLE IDEAS BY INTEREST

### Industry-Related Interest

We are fully aware that it is extraordinarily difficult (but not impossible) to write an industry-related article about a type of product that has virtually no competition and not have it sound like an advertisement or endorsement for that company or product. With that in mind, we have created an article idea below which may help solve that issue.

#### **Discovering efficiency in the last place you wanted to look.**

One thing is for certain, caterers and event-based companies that maintain their own service staff struggle with scheduling their staff every day. In an effort to find a more efficient system, some companies have turned to outside event-based staffing agencies, some to email and yet others to Web-based staff scheduling software. You can explore the pros and cons of each, interview companies that use the different methods and we would be more than happy to provide quotes and other related material to help.

#### **Additional industry-related ideas.**

We would also be more than happy to collaborate with you or your writers to create story ideas that are equally helpful to your readers, that don't promote or endorse our product, but do provide a sense of what Web-based staff scheduling is all about.

### Business Interest

#### **Finding your niche: small businesses find success with specialized solutions.**

The idea here is that small businesses are finding success at filling highly specialized niches left by larger companies that create more generalized business solutions. It's been happening for centuries. Shoemakers needed companies that made shoelaces. And, although this is true in nearly every industry and for nearly every business type, nowhere is it more apparent than on the Internet. The giant auction service eBay gave birth to a slew of smaller auction management services. Just Google "eBay Auction Tools" and you will be presented with an onslaught of options. How would PayPal have fared without eBay, the company that eventually bought them? We are eager to contribute to a story highlighting other small business success stories as well.

#### **From concept to niche leader in 36 months.**

Follow the history of StaffMate Online from concept through today and on into our plans for 2006. This story will provide your readers with a blueprint for our successful journey. What obstacles did we have to overcome? What did we learn along the way? How did we become so successful so quickly without outside investment capital? How did we formulate our marketing and expansion plans for 2006? How has remaining committed to our niche helped us succeed?

## **Technology Interest**

### **B2B opportunities alive and well, if you know where to look.**

Nearly every industry has procedures that can be enhanced with Internet-based technologies. And every day, technology development companies create solutions for these business bottlenecks. Unfortunately, myopia often leads us to only develop the solution for the client at hand. The opportunity is in identifying these niches prior to development, creating a solution that will work for more than just your development client and marketing the solution to the industry as a whole. That's exactly how StaffMate Online was born.

## **Local Interest**

### **Local company eyes domestic growth, international expansion.**

With our rapid growth to date, the addition of our first international client, our upcoming marketing campaign and our software enhancement plans, StaffMate Online is poised for extraordinary growth in the U.S. and Canadian markets in 2006.

### **Two central Ohio companies sponsor catering industry trade show in Las Vegas.**

We haven't discussed it with them, but DuraCorp, LLC of Lewis Center, OH is also a sponsor of the catersource 2006 trade show. They will be exhibiting their SuperSERVE line of products. They may be interested in contributing to a local interest story along these lines. You can reach them at 740-549-3336.

## **2006 STAFFMATE ONLINE: QUICK FACT SHEET**

### **Company Profile**

Company Name: StaffMate Online  
Date Established: November 7, 2002  
Company Type: Privately held company  
Product Name: StaffMate Online  
Company Address: 4104 Steamtown Road, Ashley, Ohio 43003  
Toll-Free: 1.888.782.3341  
Web Site: <http://www.staffmate.com>  
General Email Address: [info@staffmate.com](mailto:info@staffmate.com)

### **Target Markets**

Catering Companies	Event Venues	University Food Services
Convention Centers	Event Staffing Agencies	
Sports & Entertainment Venues	Theme Party Operators	

### **December 2005 Statistics**

Number of Clients:	51
Number of Employees Our Clients Manage:	6,392
Number of Shifts Our Clients Filled:	19,089
Number of Events Our Clients Staffed:	3,034

### **Statistics: StaffMate Online Inception through December 2005**

Total Number of Shifts Our Clients Have Filled:	175,735
Total Number of Events Our Clients Have Staffed:	27,062

### **Company Growth January 2004 through December 2005**

*During This Time Period...*

Our Client Base Has Expanded By:	1700%
Our Annual Gross Revenue Has Increased By:	2936%

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## STAFFMATE ONLINE: PRAISE FROM OUR CLIENTS

**W**ithout gushing too much, I have to say that StaffMate has transformed my staffing job completely. We have saved almost \$10,000 in fees for rental staff versus what we spent last year, and I believe that StaffMate is responsible for much of that savings.

*Alison Powell, Grace Street Catering*

**S**taffmate has streamlined our entire department in one month. Before Staffmate so much of our manpower went into the organization and scheduling of our service staff. Now that very same manpower can focus on all the finer details involved in off-site service. Staffmate has been instrumental in taking Culinary Capers up another notch! Thanks Staffmate!

*Kevin Bergsma, Culinary Capers Catering*

**S**taffMate Online consistently exceeds my expectations in both program performance and customer service. Our investment in the program will be more than compensated by our labor savings in the staff scheduling department. Our employees like the new system because they are more informed about our events and are better able to plan their own schedules. StaffMate Online's customer service is refreshingly thorough, helpful, prompt, and very accessible.

*Michael Marchialette, Schaul's Signature Cuisine*

**S**taffMate Online is great! I love using this program because it saves so much time and energy! It keeps me organized, and every caterer should try it!

*Nicole Labbato, Bill Hansen Catering*

**S**taffmate has been a great asset for Smoothie Time, Inc. The time that I have saved making phone calls has given me more time to market my business. It is also great having a "paper" trail with times and locations for the events that my staff has accepted. I would highly recommend Staffmate to any company!

*Mitch Rotker, Smoothie Time, Inc.*

**I** am overly impressed with StaffMate Online! This is without a doubt the best online staffing program that I have found out there. SUPER easy to set-up and use, the employee feed-back is great and the price is awesome too.

*Matt Belford, Ambrosia Catering*

**S**taffMate Online saves me very much time. I am the Banquet Manager, Chief Of Staff, Captain, etc. for a branch of a large catering company. Due to the above job list I usually work a minimum of 60 to 70 hours per week. Compared to how long staffing my events took before StaffMate, I am saving at least 10 to 15 hours per week by using the site. It is reliable and fits my needs almost perfectly. I would recommend this product to any catering company that handles large numbers of events, especially in multiple locations at once.

**Gary Juergensen, Aldie Mansion**

**I** just wanted to write a quick note to tell you how much Staffmate has helped to ease my workload! I used to spend much of the end of the work week responding to emails and phone calls from our staff who were scheduled for events for the weekend. "Where are we meeting?", "Can I get directions?" "Is there parking?". All legitimate questions, but the last thing a Catering Manager needs to be dealing with on Friday afternoons!

I will admit that the first few weeks we used Staffmate I was having panic attacks that no staff would show up at the events, since I was not getting any phone calls at all! Did they all forget? No, they all arrived on time (no more excuse of not being able to find parking) and in the correct uniform. Miracles had happened!

The staff all have commented that they love Staffmate because they know so much more about each event before they arrive. The event managers love the phone lists/staff sheets that go on the event clipboards. I love the control I have over selecting staff for each event. Our wait staff is quickly learning that if they do not sign up for some of the less desirable shifts they will not be invited to work the more "lucrative" events!

Thank you for a great product!

**Julie Ellis, The Chef's Table**

**J**ordan Caterers has been pleased with your service from the first day we used Staffmate. Our Staffing Supervisor found Staffmate very user-friendly and easy to use for our fast-paced off-premise catering company.

I learned it myself in a week and trained a new staffing supervisor in a week also. Our voluminous staffing responsibilities have become very organized with this tool and changing or entering staff is simple.

Staffmate is also a valuable, take-anywhere, tool that helps our service staff stay organized and on schedule. A few of our servers will log on to Staffmate at school and at home.

**Jim Miller, Jordan Caterers & Event Planners**

**T**hings have been going very well with StaffMate thus far. We have been utilizing the software since last November and it has made our scheduling process much easier. We had a very smooth transition from phones & spreadsheets to internet based scheduling. Our staff members have really enjoyed having access to go in on their own time and accept/decline shifts, check their schedule, get directions, know their uniform, etc.

**Jonathon Kuznicki, Forte Belanger Catering**

**C**ameron Mitchell Catering Company has been using StaffMate for our staffing scheduling needs for 2+ years now. This program has improved our work efficiency and communication with our staff incredibly.

Prior to this program we had to physically call each staff member and "pencil" them in on each individual event they wanted to sign up for. With our increased volume of sales, this amounted to many events, many staff members phone calls and many of hours of our time wasted each week.

**Melissa Johnson, Cameron Mitchell Catering**

All I can say is 'I LOVE this program'. StaffMate Online has saved us countless hours and many headaches. It allows our management team to focus on other duties instead of on time calling staff to work. It provides a way for us to reach our entire staff immediately.

The staff LOVES it as well, they can access it 24/7 and have their schedule kept for them. No more do we hear: I forgot my shift, I didn't know what time to be here, what to wear, where to be. And, staffing last minute events is now a piece of cake, one click and our entire staff has an immediate work opportunity! Thank you StaffMate!

***Carol Pooler, University of Wyoming Catering***

It's a great day at Made From Scratch! At 9:00am this morning I needed staff for 109 shifts. I entered the events as per my Staffmate program, published these events in under an hour and had half of them filled before noon while I was busy doing other things.

It has reduced my phone time greatly. With this I am not only able to schedule our staff, I can include details such as directions, time changes, uniform and also send attachments so that our team leader does not have to come to the office prior to the event to learn what her function requires of him/her and the staff they will have.

I don't know how I got along without it before. We certainly recommend this company!

***Janet Ogden, Made From Scratch***

Staffmate has been an amazing product for us since we began using it this year. It's saved us time, money, and a lot of headaches! We have almost 200 staff on our roster and the product makes it incredibly easy to contact everyone, get responses, disseminate all the information the staff need for that particular event, prevent us from double-booking staff, and keep track of employee availability. We love it!

***Frank Barnes, Special Events Staffing, Inc.***

As a leading catering company in San Diego, scheduling our party staff is a challenge. I am glad to say that StaffMate Online is a great help and has cut the time necessary to accomplish this responsibility and make us more efficient. It is a very user friendly system, easy to access and convenient to use in our computer savvy catering industry.

***Michel Malécot, The French Gourmet***

Thanks to Staffmate, our casino dealer scheduling has been streamlined to the point of saving many man hours per week. We had investigated having a programmer build a similar scheduling program. Then we found Staffmate and got a better product, ready to go, for a fraction of the cost.

***Rick Walker, Wild Bills' Casino Events***

Staffmate has been a great asset to our business. In the beginning we were reluctant to try it because we had all the staff set up on email. We just sent out emails when we needed staff for events.

Boy were we wrong, Staffmate has freed up so much time with the way the program is set up. We just send out the events and the staff signs up for the events they can work. We used to have to go through all the emails of who could work and who could not, very time consuming.

Now we just click on the event from the calendar and see who has signed up, accept their positions and print it out with names and numbers. We wish we would of had this program for the last 14 years. Glad we have it now though. Keep up the good work Staffmate.

***Patsy Macaluso, Deuces Wild Casino Rentals***

## **STAFFMATE ONLINE: FREQUENTLY ASKED QUESTIONS**

### **How long has StaffMate Online been around?**

StaffMate Online has been helping special event companies streamline their staff scheduling processes since 2002. In the 3 years since, our clients have utilized StaffMate Online to successfully schedule an astounding grand total of 175,735 shifts for 27,062 unique events.

### **Who uses StaffMate Online?**

StaffMate Online is in use by special event companies from New York City to San Diego, Miami to Vancouver and many parts of North America in between. Our clients include caterers, event venues, staffing agencies, theme party operators and university food services. To review a partial list of companies who utilize StaffMate Online, please refer to the StaffMate Online: Praise From Our Clients page of this Press Kit. On this page, you will also discover what our clients have to say about our staff scheduling software.

### **What are the technical requirements?**

Since StaffMate Online is a Web-based application, there are never any software or hardware conflicts for our clients to troubleshoot. Additionally, with StaffMate Online there is nothing to install, no new hardware to buy and no new third-party software to acquire.

### **How/where is the service hosted?**

The StaffMate Online service is hosted and maintained in an online environment by our technical support staff on servers we operate. There is no need to install any software or hardware on a client's company network. This has significant advantages. First, since StaffMate Online is hosted on the Internet, it is accessible by our clients and their staff members 24/7 from any computer with Internet access anywhere in the world. Second, there are never any software or hardware conflicts for our clients to troubleshoot. Third, StaffMate Online is equally accessible regardless of which operating system our clients use, Windows or Macintosh.

### **How does a company get StaffMate Online?**

To open a sales dialog, potential clients may simply send a freehand email to sales@staffmate.com, fill out the Free Trial Enrollment form provided on our Web site or call us directly at 1-888-STAFF-411 (1-888-782-3341).

### **How is StaffMate Online priced?**

StaffMate Online is an all-inclusive, annually licensed staff scheduling program with no set-up fees, no installation fees, no hosting fees, no support fees and no per-shift fees. The minimum Annual License Fee is \$500.00 USD per year for clients managing 0-50 Staff Members. If a client manages more than 50 staff members, the Annual License Fee is an incremental rate averaging 40-75¢ USD per month per staff member. For example, the Annual License Fee for 100 employees is just \$880.80. The more service staff members a client manages, the lower the incremental rate.

### **What's involved in installation?**

Because StaffMate Online is an online staff scheduling service, there is no software to install nor hardware or software to acquire.

### **Do you provide technical support/product upgrades?**

StaffMate Online clients receive unlimited email technical support and free product upgrades as they become available included with each year's annual license fee.

## **StaffMate Online Graphics**

Digital graphics such as our logo and screen shots are available through the Press Kit section of our Web site at <http://www.staffmate.com/presskit/>. If you are in need of any additional StaffMate Online graphics, please feel free to call or email us at your convenience and we will attempt to accommodate your requests.

## **StaffMate Online *catersource* 2006 Marketing Materials**

We have included selected marketing materials in this press kit which we will be distributing at the *catersource* 2006 trade show in Las Vegas, NV. Below, please find descriptions of each of the rough draft materials included.

### **The "Blush" Booth Brochure**

The Blush Brochure will be distributed at our trade show booth during *catersource* 2006. The front of the brochure is modeled after the StaffMate Online advertisement in the January/February issue of *catersource* Magazine.

### **The "511" Post Card**

This card will be mailed to selected conference attendees prior to the trade show. It is intended to inform them of what they can expect at our booth and to encourage them to visit us.

### **The "Pop Quiz" Education Binder Advertisement**

The aforementioned binder is the education binder given to each conference attendee for use in educational classes during the conference. Following on this theme, we created a "Pop Quiz" black & white advertisement to capture the interest of the class participants.

Excuse us  
for a second while we

# BLUSH



I **LOVE** this program!  
University of Wyoming Catering

StaffMate Online has **streamlined**  
our entire department in one month.  
**Thanks StaffMate!**  
Culinary Capers Catering

A **valuable, take-anywhere** tool.  
Jordan Caterers & Event Planners

StaffMate Online is **great!**  
**Every caterer should try it!**  
Bill Hansen Catering

**Miracles happened!**  
The Chef's Table

StaffMate Online is very **user-friendly**  
**easy to access** and **convenient to use.**  
The French Gourmet

StaffMate Online has saved me  
**hours and hours** in scheduling time and  
**my staff love it.**  
Simply Unforgettable

StaffMate Online has made my job  
**so efficient**, I can staff a last minute event  
for 100 guests as **perfectly and quickly**  
as one I have had a month's notice on!!  
Pepper's Fine Foods Catering

I would **highly recommend** Staffmate  
Online to any company!  
Smoothie Time, Inc.

StaffMate Online has improved our  
**work efficiency** and **communication**  
with our staff incredibly.  
Cameron Mitchell Catering

We have saved almost **\$10,000** in fees for  
rental staff versus what we spent last year.  
Grace Street Catering

We certainly **recommend** this company!  
Made from Scratch Catering

StaffMate Online consistently  
**exceeds my expectations** in both  
program performance and  
customer service.  
Schaul's Signature Events

An **amazing** product. We **love** it!  
Special Events Staffing, Inc.

StaffMate Online is **reliable** and  
**fits my needs** almost perfectly.  
Aldie Mansion

StaffMate Online has made our  
scheduling process **much easier**. We had a  
**very smooth transition** from phones &  
spreadsheets to Internet-based scheduling.  
Forte Belanger Catering

This is without a doubt **the best** online  
staffing program that I have found out  
there. **SUPER easy to set-up and use**,  
the employee feed-back is great and  
**the price is awesome too.**  
Ambrosia Catering

[www.staffmate.com](http://www.staffmate.com)  
1.888.782.3341



### You just might need StaffMate Online if...

1. Your staffing coordinator's idea of a paid vacation is driving a delivery order to the Holiday Inn.
2. As a company, you spend more time on the phone with your employees than you do with your clients.
3. You communicate with your staff by relaying info to one employee and telling her to "Psst. Pass it on".
4. Your favorite words are "I promise", least favorite, "I forgot".
5. You've recently contacted the CDC to report a mysterious outbreak of amnesia among your staff.
6. Your 86 pound staffing coordinator hasn't eaten an uninterrupted lunch in 3 1/2 years.
7. You've had just two events in the past 12 months where everyone has arrived wearing the same uniform.
8. You've burned through 3 staffing coordinators in the past ten months and you have absolutely no idea why.

### Q. How do you keep a staffing coordinator busy for hours?

**A.** Tell your staffing coordinator that he or she has to continue placing calls to your staff even though you now know there is a better way.

### Web-Based Staff Scheduling Comes of Age October 25, 2005

Over the past three years, StaffMate Online has quietly become a significant catering industry success story. They arrived at *catersource* 2004 with only a handful of clients but a strong desire to spread the word about their novel solution to a decades old problem: StaffMate Online could harness the power of the Internet to give caterers the ability to schedule their own on-call service staff without the scheduling coordinator having to spend countless hours on the phone.

Something must have clicked.

At this year's conference, StaffMate Online will exhibit as a *catersource* Crystal Sponsor and will tout more than 50 clients from New York City to San Diego, Miami to Seattle and their first international client, Culinary Capers of Vancouver, British Columbia. According to StaffMate Online, over the past three years, their clients have utilized the program to schedule on-call staff into more than 150,000 shifts for greater than 22,000 unique events. Quite a leap from just a handful of clients in 2004.



[www.staffmate.com](http://www.staffmate.com)  
1.888.782.3341



Post Card Front

No matter your game,  
there are only **TWO** numbers  
to remember in

**LAS VEGAS**

this year...



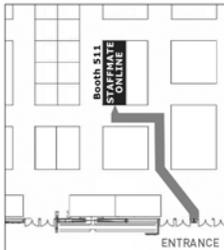
Post Card Reverse

“ We have saved almost **\$10,000**  
in fees for rental staff versus what  
we spent last year, and I believe  
that StaffMate is responsible for  
much of that savings. ”

*Alison Powell, Grace Street Catering*

At *catersource*®2006 you'll find only *one*  
*product* that has the power to completely  
revolutionize the way you schedule **YOUR**  
**OWN** on-call staff. This year, take a few  
minutes to discover the #1 staff scheduling  
software for the special events industry.

visit **BOOTH 511**



...for your chance to  
win a **FREE YEAR**  
of our robust staff  
scheduling software.

...to experience  
**live** demonstrations  
of our program.

...to discover for  
yourself just how  
many of your colleagues and competitors  
are already using StaffMate Online.

\*catersource 2006



**staffmate**  
online

4104 Steamtown Road  
Ashley, Ohio 43003-9723

[www.staffmate.com](http://www.staffmate.com)

**"Pop Quiz" Education Binder Advertisement**

## POP QUIZ



your staffing coordinator



a phone



YOUR OWN on-call staff



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+

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answer:

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your staffing coordinator



STAFFMATE ONLINE



YOUR OWN on-call staff



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+

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answer:

**EXTRA CREDIT**

Where at cater source® 2006 can you get STAFFMATE ONLINE for yourself?

[www.staffmate.com](http://www.staffmate.com)

1.888.782.3341

