

# Personnel Staffing rides industry knowledge to growth

## Gregerson's firm now has six offices in Alabama, Texas

BY TY WEST | STAFF

If you want to play the game, you have to know the roles.

That has been the motto of Tina Gregerson's Personnel Staffing since she purchased the staffing agency from her mother in 1981.

In an ever changing industry, Gregerson said her company has been able to grow

substantially expand across the state and region by staying on top of the regulations and skills that are required by her trade.

"It's changed an awful lot," she said. "We have more employment rules and regulations today than we did 27 years ago."

### Personnel Staffing

**Top executive:** Tina Gregerson

**Business:** Staffing agency

Gregerson said the key to success in the industry has been staying on top of a mountain of regulatory changes that

have taken place, such as the Americans with Disabilities Act and the proliferation of I-9 forms.

"We now have to be proactive by educating and training our staff so our company stays up-to-date on all employment laws," Gregerson said.

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The agency, which is headquartered in Gadsden but has a major operation in Birmingham, generated W-2 forms for more than 6,000 workers in 2007, making it one of Alabama's largest staffing agencies.

Since Gregerson purchased the business more than a quarter-century ago, the firm has expanded to include six offices, with locations in Gadsden, Birmingham, Albertville, Anniston, Mobile and Beaumont, Texas.



Gregerson

The latter of those branches was the result of an acquisition, more of which could be on the horizon in Personnel's future.

She said Personnel Staffing serves a range of industries, with a heavy concentration in light industry and skilled trades.

The firm has also provided several employees in the administrative and clerical sectors, as well as direct hires.

Gregerson, who has 27 years of experience in staffing, is active in several staffing organizations. She is an executive board member of Staffing CEOs and has also served as chapter president of the American Staffing Association.

That industry involvement has given her insight into the staffing world, and Gregerson said the industry is doing well across the nation.

In the first quarter of 2008, the industry employed an average of 2.76 million temporary and contract workers.

Staffing companies' help sales also topped \$17.7 billion in the first quarter of 2008, more than four times its total approximately 15 years ago.

Companies often look for temporary help, rather than hiring full-time employees, when the economy struggles, so studies estimate that revenue figures in the industry could continue to climb throughout 2008.

In a growing industry with several competitors in the markets Personnel Staffing is in, Gregerson said she has tried to find ways for her company to differentiate itself in the marketplace.

She said that has required her company to take a more hands-on approach with clients.

"We don't just sell staffing service, we sell solutions for staffing needs and that makes a huge difference," she said.

Gregerson said the agency provides value-added services, such as specialized feedback about a company's employment needs and the staffing process.

With several expansions and a history of acquisitions, the company has already had a successful history of growth, but Gregerson doesn't want to rest on her laurels.

She said the company has a strategic plan that calls for significant growth - both organic and through acquisitions - over the next several years.

"I believe that our future will be bright," she said.

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Tina Gregerson  
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