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Adecco's expansion is a tip of the hat to local work force

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With the recession dogging Rochester and the nation, any good news seems to be big news.

So when Adecco SA, the Swiss multinational staffing firm with U.S. headquarters on Long Island, announced an expansion at Rochester Technology Park, the company and its 140 new jobs got immediate mention in County Executive Maggie Brooks' State of the County address on May 13.

Adecco has had a presence in Rochester for years, but last September it announced it would establish a national payroll office at the Gates business center. That move would add 140 jobs to Adecco's existing 60 workers by 2010.

Now it will add another 140 people to its recruitment unit at the tech park, spending about \$1 million on renovations and furnishings.

For Sandy Parker, president and chief executive of the Rochester Business Alliance, the expansion is a good sign, and not just for Rochester. When the temporary staffing industry starts to get more active, it usually means employers are beginning to make hiring decisions, said Parker.

Indeed, experts said that temporary and short-term workers are a toe in the water as the economy improves, preceding hiring for full-time positions.

The Adecco recruitment office had been in the planning stages for 18 months before this month's announcement, said Rebecca Valladares, director of the Adecco Rochester Shared Services Center.

The office, which will seek out workers for Adecco's clients, will centralize the company's national work and help create efficiencies, Valladares said.

Adecco was heavily influenced to select Rochester for its national payroll office by former Sen. Hillary Clinton, D-N.Y. The company hasn't been disappointed by its choice, so when it came time for the recruitment office expansion, Rochester's track record was good.

"One of the chief reasons is the availability of talent," said Valladares.

Parker noted that Monroe County is home to numerous colleges and universities — good sources of educated workers — and the area work force has diverse skills and a strong work ethic.

Valladares said the County of Monroe Industrial Development Agency was also helpful. On Tuesday, COMIDA approved \$74,000 in sales-tax exemptions for materials relating to the project.

Valladares said the new office, which will consist of 13,000 square feet, should be completed by mid-summer. The company will operate in a total of 27,000 square feet at the tech park.

Adecco is one of the world's largest employment and temporary placement companies, with annual

revenues of \$29 billion.

The company has placed about 1,000 people at businesses in the Rochester area and 500,000 nationally.

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