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BRUCE STEINBERG

Skills & Professional Expertise

Strategic research:

- Research and publish a monthly 30-page report (*Employment Trends & Temporary Help Services Data Report*) covering employment trends and developments in-depth for staffing industry financial analysts and top executives.
- Active member (recently named to the executive committee) for five-plus years of U.S. Bureau of Labor Statistics's (BLS) Business Research Advisory Council (BRAC), which provides private-sector guidance to the BLS on all of its statistical programs, both current and proposed since 1999. Currently co-chairman of Committee on Employment and Unemployment Statistics (since 2001).
- Conceive, design and conduct research and communication materials (e.g. client newsletters) to advance consensus goals of clients.

Writing/Public Relations:

- Close working relationships with national consumer and trade journalists who had come to rely on my "coverable" angles and materials – lead to high-profile spokesperson including appearances/quoted on national media outlets.
- Extensive experience in creating full-cycle (from concept to execution) special events that advance objectives of the organization.

Fiscal and Staff Management:

- Experience managing personnel, planning equipment requirements, overseeing outside vendors and budgets for special events, conferences, and special projects.

Professional Experience

Consultant & independent newsletter publisher

January 2003 to current

Alexandria, VA

- Research, write, and publish monthly employment and temporary help services trends report. Developed and produce monthly podcast on U.S. employment developments.
- Consulting projects focus on specialized employment data, government labor and business statistics programs, development of specialized employment and economic indices, and benchmarking individual businesses to overall trends.
- Developed and maintain monthly widely recognized index of IT employment for business association client.
- Provide feature stories to business associations' official publications as well as to other publishers.
- Provide ongoing newsletter highlighting IT industry research and developments to business association for members to distribute to their clients/customers.

Senior Editor and Research Director

July 1998 to November 2002

Staffing Industry Analysts, Inc.

Los Altos, CA

A newsletter publisher that focuses on staffing industry developments and trends in the United States and globally as well as in the IT staffing sector.

- Established Washington D.C. bureau; covered industry-related legal, covered legislative and financial conferences and events; wrote feature and news stories including annual update and future growth estimates, conducted sector analysis and country overviews; developed news sources and worked with confidential sources; developed first statistical almanac/fact book on the industry.
- Managing editor of *Global Staffing Industry Report*; produced weekly e-mail on breaking industry developments to draw new subscribers; supervised – both directly and through a middle manager – a stable of about ten correspondents around the world.

Director of Research & Public Relations

May 1990 to June 1998

American Staffing Association

Alexandria, VA

A trade association with a membership of more than 1,600 temporary help and staffing service companies that operate approximately 13,000 U.S. offices; provides members with legal and legislative advocacy, public relations, education, industry information, and member services.

- Research & Strategic Planning: public opinion of temporary work, quarterly measurements of the performance of temporary help services, demographic profile of temporary workforce, congressional & general opinion of the industry, to help focus legislative/regulatory and public relations activities; extensive interaction with academic community.
- Legislative interface: Advised officials on industry trends and assist in creation of survey instruments for a variety of government entities – U.S. Bureau of Labor Statistics, U.S. Department of Labor (industry-related issues), and Bureau of the Census. Assisted private think-tanks and advocacy groups develop common public affairs approaches.
- Public Relations: developed public relations strategy; primary spokesperson, highly-quoted source and contact for all news media regarding temporary help/staffing industry issues as well as general economic and employment trends; on-air presentation for industry viewpoints on radio and TV.
- Staff & Fiscal Management: managed outside PR counsel; prepared annual department budget; interviewed prospective and evaluated current department employees; evaluated outside vendors (market research, website developers, advertising and public relations firms, specialty advertising items, etc.)
- Publication management: created concept, copy writing, desktop layout, as well as printing management to final distribution for brochures, newsletters, collateral pieces, etc.
- Website development: produced the association's first website and directed it through several generations of improvement.
- Program management: developed industry-wide business education partnership via internal 501 (c)(3) charitable foundation; full management of national "week."

Manager of Corporate Communications

January 1987 to July 1989

Spherion Corp.

Fort Lauderdale, FL

Company's two operating divisions provided staffing services in temporary help (office support, law services, industrial workers, accounting personnel, etc.) and home health care and supplemental staffing to health care facilities.

- Complete public relations and internal communications for this then H&R Block, Inc. subsidiary (Personnel Pool of America, Inc.): direct contact with trade, national and business media.
- Staff & Fiscal Management: Prepared annual departmental budget (\$150k); evaluated outside vendors (market research, advertising and public relations firms).
- Creative Direction: Layout and desktop publishing, printing management for newsletters and collateral sales materials.
- Writing: press releases/kits, promotional campaigns and collateral sales materials, company newsletter, annual report copy.

Public Relations Assistant

January 1986 to November 1986

Radice Corporation

Fort Lauderdale, FL

- Wrote press releases and public relations materials for numerous divisions of this NYSE-listed diversified real estate developer, correspondence and speeches for senior management; collateral sales programs and materials; various award entries.
- Special event creation and management.

Account Supervisor

April 1981 to December 1985

Ronald Levitt Public Relations

Coral Gables, FL

Full-service public relations agency; founder is former Florida Assistant Secretary of State; began as freelance writer, full-time account executive at six months, account supervisor at two years.

- Conducted research to support state applications for proposed savings and loan associations.
- Creative direction for print, TV and radio ads, supervised outside vendors providing same; hands-on production of membership directories, newsletters, press kits for general corporate and specialized client campaigns.
- Media buying for all media with complete budgeting, production and traffic. Largest campaign: two-week, \$250,000 mixed media buy on state-wide level.
- Wrote press releases, feature material, ad copy for all media outlets (print, TV and radio), brochures, newsletters and collateral materials for a variety of clients.

Education

M.A. (8/13/77)
Texas State University
San Marcos, TX 78666
Dates of attendance: 9/76 - 8/77
Major: Theatre Management
Minor: Speech Communication

Miami, FL 33199
Dates of attendance: 9/74 - 3/76
Major: Theatre
Minor: not applicable

B.F.A. (3/18/76)
Florida International University

References

Additional comments about my work can be found at: <http://www.brucesteinberg.net/testimonial.htm>

Peter Auer (retired)
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If you want to know what is happening in the U.S. labour market, ask Bruce Steinberg. ... So far I have not seen similarly good sources anywhere else in the world.

David Autor
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Bruce is an expert writer, researcher and communicator. He combines mastery of technical detail with a flare for presentation that makes his work compelling to laypeople and informative to experts.

John Bowmer
former (retired) Chairman, Adecco SA
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I have always found your reports and analyses perspicacious, incisive and very comprehensive. You have the best grasp of all the various government statistics and reports - hence your work is the best I know.

Theresa Daly
Pine Grove, CA
County Administrative Officer
Amador County, CA
(former Executive Editor
Staffing Industry Analysts, Inc.)
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Bruce has an amazing ability to distill highly complex concepts into easily digestible bites. He is adept at adjusting his message to fit any audience.

Additional references:

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