

Staffing firm celebrates awards, 20th anniversary

Valley businesses trust Landmark for quality workers

By Judy Waggoner

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KIMBERLY · Lynelle Johns, 59, earned a master's degree in nursing and worked as a registered nurse and nurse practitioner for 20 years.

She came to Landmark Staffing Resources in March 2006 because she wanted a change.

"Frankly, I was tired of it. There were so many changes in the medical field and the demands it puts on workers," Johns said.

However, Johns faced obstacles. Possessing meager computer skills, she found employment agencies not able to meet her needs in a "timely or proactive manner."

"Once I decided to go to Landmark, my prayers were answered. They focused on my strengths and helped fix my weaknesses," Johns said.

Johns recently completed a 10-month contract as an administrator for the auto fleet department at Kimberly-Clark Corp. but she will stay on with other duties.

Monica Vomastic, president of Landmark Staffing, sees Johns and others like her as proof of the 20-year-old company fulfilling its mission to "make a difference."

"We've had 40 percent growth in our business in the last two years," Vomastic said.

More than 1,500 people found work opportunities through Landmark in 2005. Figures for 2006 are still being compiled, but Vomastic is certain they exceeded the previous year.

Jewelers Mutual Insurance Co., Neenah, has used Landmark for nearly 15 years, said Connie Rank-Smith, vice president of human resources.

"The quality of staffing provided keeps us coming back · at this point we use Landmark nearly exclusively," Rank-Smith said.

"If they cannot provide a person to meet our need, they are open and honest about that rather than letting us hope that they can fill the order."

Founded by Appleton resident Leota Ester 20 years ago, Landmark now is owned by a local group of about 50 shareholders.

Offices are maintained in Oshkosh and Green Bay, in addition to the corporate headquarters in Kimberly.

Landmark fills staffing needs in accounting, administrative, customer service, finance and human resources areas.

As recently as eight years ago, only eight staffing agencies served the Fox Valley region. Today, Vomastic said Landmark has 30 to 40 competitors.

In a highly competitive market, Landmark has thrived for two decades by answering the need for job flexibility that both corporate clients and temporary employees value.

Contrary to a common misconception that temporary work attracts the unemployable, hiring today's "just-in-time" work force is a cost-effective approach for many employers who are spared the significant investment of paying benefits, such as health care and holiday pay.

Oshkosh resident Tim Herides had over 18 years of supervisory and customer service experience in manufacturing, as well as five years of self-employment.

As a Landmark employee, Herides, 42, is a purchase service agreement leader in charge of long-term employees assigned to General Electric.

"They treated me like a professional from the moment I walked in, and I'm very happy with the outcome," he said.