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Vertical Elevation Signs Trenka & Associates to an Exclusive Deal for Talent Acquisition Services and Recruitment Process Optimization in Denver and Throughout Colorado

Vertical Elevation and Trenka & Associates Shift the Paradigm in Recruiting, Hiring and Benchmarking New Employees

Denver, CO – September 21, 2010, - Vertical Elevation, one of the leading global providers of Recruitment Process Optimization (RPO) today announced that they have signed Trenka & Associates, Denver, CO, to a long term deal that will see the two companies grow together well into the future.

Carol Schultz, CEO of Vertical Elevation and a 20 year recruiting industry veteran and Mark Trenka, CEO of Trenka & Associates, saw a need to improve the methodology, hiring practices success rate of the real estate brokers he was bringing in-house to prepare for the uptick in traffic he has been witnessing in his properties over the past few months. To this end, he contacted long-time colleague, Carol Schultz about her newly launched company Vertical Elevation and her newly developed RPO methodology, Visibility. Vertical Elevation focuses on aligning corporate talent with a Companies' vision and mission and for Trenka & Associates; this was exactly what they wanted to hear.

“It had always been a challenge finding real estate brokers who are dedicated to our mission, to our clients, and not their own,” said Mark Trenka, CEO of Trenka & Associates. What Vertical Elevation has done is put a process in place where I can identify, qualify, hire and benchmark my talent so that I know I'm bringing the best people in house and I can contribute to their success when they are on board.” He added.

Together, Vertical Elevation and Trenka Associates provide a solution to the problem of a poorly focused search, recruitment and hiring apparatus. Trenka & Associates are no longer forced to wade through resume after resume of individuals who are not the right fit. Vertical Elevation changes this paradigm by working with Trenka & Associates and its clients to understand the landscape, identify the pitfalls, and navigate a successful path based on objectives and personal or corporate philosophy.

“Mark understood the new realities of hiring talent more quickly than anyone I've worked with,” said Carol Schultz, CEO of Vertical Elevation. “I explained to Mark as I do all my clients that there are three hard and fast rules for acquiring talent when dealing in today's economy:”

1. **Lean & Mean Workforces:** Gone are the days of gluttonous workforces. We estimate that companies will rehire 40% of the workforce they retained in 2006. Companies have learned to

- accomplish the same, or more, production with fewer employees. The employees they do hire will need to be elite within their job function and possess a history of success.
2. **When in Rome:** Having the requisite skill set is only the beginning. Truly successful employees will also be the “right” fit, which means that their own cultural leanings will be aligned to that of the company’s.
 3. **The best companies plan their work and work their plan:** Develop hiring and recruitment plans that mirror your multi-year plans for financial growth and product development.

About Vertical Elevation

Vertical Elevation offers world class vision and boutique solutions for identifying and defining workplace talent and career potential. Vertical Elevation combines best-in-class process auditing, executable strategy, and expertise to provide integrated and customized talent-acquisition solutions. Vertical Elevation provides the insight, guidance, roadmap and tools necessary to take your organization to the next-level and protect against unexpected downturns and financial crisis

About Trenka & Associates

Trenka & Associates actively participates in various organizations in Downtown Denver and encourages service to associations and organizations. Trenka & Associates brokers currently hold membership in The Denver Board of Realtors, Colorado Association of Realtors, Denver Independent Brokers, Denver Downtown Residents Organization, Brooks Tower Homeowners Association in addition to other organizations. Trenka & Associates has been recognized as a top firm in sales production in each of the last 2 years for mid-sized firms. This firm is proud of its accomplishments – encouraging market cooperation and increasing profitability while maintaining a fair and ethical practice.

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