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NRG News



1st Quarter 2008

NRG Receives 25 Under 25® Award



As part of its 10-year anniversary celebration in 2002, *Kansas City Small Business Monthly* launched the annual 25 Under 25® Awards to recognize 25 outstanding Kansas City area businesses with under 25 employees.

The 25 Under 25® Awards exist in the Kansas City area to specifically target the smallest of businesses, those with under 25 employees. Yet this segment of business comprises the largest number of companies both locally and nationally, with roughly 83 percent of Kansas City area businesses and 86 percent of businesses nationwide.

Nominations are accepted from the business community from August 1st to mid-October each year. Qualified nominees complete an application and provide additional support materials that are reviewed by a panel of third-party judges from the business community. The panel of judges reviews the applicants and selects the final honorees according to financial stability, ability to

overcome obstacles/adversity, community involvement and company vision.

The 25 finalists are announced in mid-December and events are scheduled throughout the following February and March to honor the finalists. Honorees are profiled in a special 25 Under 25® supplement in the February issue of *Kansas City Small Business Monthly* and invited to be guests on the "Eye on Small Business" radio show. In addition, sponsor Missouri Bank hosts a luncheon for the honorees. The events culminate in an awards dinner and gala held on a Saturday night in late February, featuring a networking reception, Wall of Fame, video salutes from Kansas City business leaders, catered sit-down dinner and awards presentation.

Nash Resources is honored to receive this award. We are proud to be a part of the Kansas City area small business community.

Thank you to Kansas City Small Business Monthly for this honor and congratulations to the other 25 Under 25® recipients!



2008 Job Growth



Banks are struggling, investment houses are losing money for the first time, retail sales are down and both the commercial and residential real estate markets are in a tail spin.

SO WHERE WILL NEW JOBS BE CREATED?

Jobs will be created supporting areas of manufacturing as they become more competitive internationally with the falling dollar. Software development and technical support companies will also add to their staff as new niches for technologies are created. Of course, the hospital/healthcare/patient delivery jobs will continue to increase as

our population continues to increase in the upper age brackets. The legal profession will continue to add staff as they find ways to sue to recover some of the financial losses that the sub-prime will continue to create.

So in our little world at Nash Resources we continue to see new orders from our clients across a wide spectrum of midsize to small companies. A continuing shortage of good information technology and financial professionals will create a growing need for talent.

With all the controversy over the current economy, NRG continues to be optimistic for positive job creation numbers in 2008.

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From Mary Lou...

HAPPY NEW YEAR!!

HERE COMES 2008...

Looking back over 2007, I am proud of Nash Resources' many accomplishments.

We have increased our revenue from 2006 and had our best year ever. Our move to the current location took hard work and extra hours, but what a great building! The dedication of our contractors is what sets Nash Resources apart from other companies. We are dedicated to providing our clients with exemplary service, and so are our employees.

On a personal note, in April of 2007, I donated a kidney to my sister, Dorothy. It was truly amazing to watch my kidney bring new life back to her. She is doing great now and I'm finally getting back to myself again.

In June, I attended my family reunion in Chicago with my six brothers and six sisters. It was inspiring. We didn't have a lot of material things when we were growing up, but my parents gave us each other and lots of love.

My three sons and their families were with me for

the holidays. I am so proud of them and their accomplishments.

Running the Chicago marathon (which was cancelled during the run) was a goal accomplished. The medal is hanging in my office as a reminder to always strive to meet my goals.

I was also appointed to the Citizens Task Force for Light Rail in 2007. It has been the most educational process I've ever been involved in. I know more about Light Rail than I ever thought I would. Yes, Kansas City needs Light Rail. Yes, we need a workable plan for the citizens - a starter line running north to south.

Finally, I would like to share with you my resolutions for the New Year:

My personal goals for this year are to participate in at least two full and four half marathons, lose over 20 pounds, and to follow a budget. My business goals will be to develop and follow a strong business plan, to communicate more effectively and to double our revenue again in 2008.

I am truly blessed to have the support of my family, friends and business associates.

Life is good!

Thank you!



Nash Resources Nominated for the Greater Kansas City Chamber of Commerce 2008 Small Business of the Year

Nash Resources is thrilled to announce that we have been nominated for the prestigious Greater Kansas City Chamber of Commerce 2008 Small Business of the Year Award!

This coming year marks the 22nd anniversary of The Chamber's Small Business Celebration- three months of activities honoring the importance of small business to the area economy. Representing 99 percent of all Greater Kansas City businesses, 61 percent of annual business sales in the metropolitan area, and 71 percent of the local workforce, small businesses are definitely making a big impact in Kansas and Missouri.

Top 10 Small Businesses are selected based on growth or sustainability, excellence in employee relations, and outstanding service in the community. Companies must be headquartered in the Greater Kansas City area, employ no more than 250 full-time employees, and have been in business a minimum of three years.

The largest of it's kind, the Small Business Celebration includes a Business After Hours event honoring the award candidates, a Top 10 Breakfast featuring the CEOs of each of the Top 10 businesses, and a gala luncheon recognizing the Top 10 and announcing the Small Business of the Year award recipient.



Are You Communicating Effectively?

Success in life usually means being successful with people. Rarely do you see someone ever make it to the top alone. And being successful with people is all about communication.

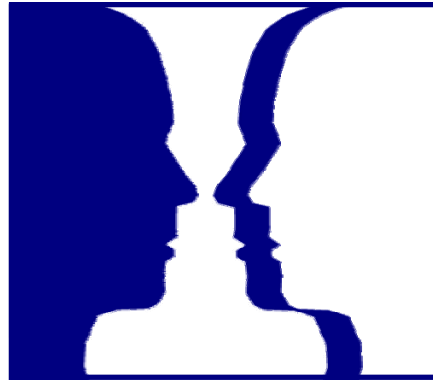
Whenever we communicate with someone, do we always get the response we want? In our attempts to motivate our staff, do they always respond by getting motivated? Do we manage to transfer the meaning of our communication across in the manner we expect all the time? The answer is a flat no! Learning and applying the following strategy on effective communication will enable us to communicate more effectively and successfully.

Words, Tonality & Body Language

Communication consists of three major elements. The words we use, our tone of voice and our body language.

According to research, the total impact of our communication consists of words (7%), tone of voice (38%) and body language (55%). Body language is made up of our facial expression, gestures, posture, breathing pattern, eye movement and

muscle tension. Although what we say is extremely important, it is the least impactful when compared to how we say it (tone of voice and our body language).



As a salesperson, your ability to effectively communicate your product benefits determines the outcome of the sale. As a business owner, your ability to motivate your staff, attract new clients and investors is determined by your power as a communicator.


To be an effective teacher or parent, you must be able to motivate, inspire, convince, build rapport and sell ideas to your children or

students. You can tell a client how great and exciting your company is but if your tone of voice is dull, your face expressionless and your body is sagging with fatigue, it would be difficult to expect him to buy or accept your idea.


Or you could be a teacher with the most deadpan expression and tone of voice wondering what is the reason you are not able to motivate or inspire the students under your charge. The point is that when we communicate, we mustn't only pay attention to our words, neglecting the more important factors of our tone of voice and our body language.

In order to communicate effectively, it is imperative for us to make sure that our non verbal communication is not sabotaging us, but aligned and congruent with our highest thoughts, enabling us mastery of the communication process. Master the art of communication and you'll start to see success become easier to achieve because people who like will help you on your way to achieving your goals.


Fun Facts




A turkey can run at 20mph.




Pigs can get sun-burned.




The average human will eat an average of eight spiders while sleeping over a lifetime.




Strawberries contain more vitamin C than oranges.




Seals sleep for only one and a half minutes at a time.




An ant can lift 50 times its own weight.




Giraffes can lick their own eyes.




Quack!
A duck's quack doesn't echo.



Pandas spend up to 16 hours a day eating.



Cows give more milk when they listen to music.



Giraffes have no vocal chords.

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Current Needs...

Nash is currently seeking qualified candidates for long-term and short-term contracts. If you or someone you know is seeking employment or a new career path—PLEASE CALL NOW!

For more information, contact Mary Lou Nash or Heather Smith at 816.931.8988, or email your resume to mlnash@nashrg.com or heather@nashrg.com.

Government & Commercial Professional Staffing

Nash Resources Group takes pride in its unique approach to recruiting and selecting our candidates. NRG's strong commitment to quality assures our clients the finest service in the staffing field.

Contract • Contract-to-Hire • Direct Placement

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