

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **Paying it Forward by Helping to Put Northeast Ohio Back to Work - One Person at a Time**

June 10, 2011, Cleveland: - Szarka Financial Management is extremely proud to announce that it has helped over 450 people from northeast Ohio with their respective job searches with over 85% being re-employed.

How did it all start? It was just under three years ago that one of the Szarka advisors, Rick Martin, walked a client - who had just recently been laid off - into the office of Szarka president, Mike Perry, and asked for his input regarding her resume.

Perry, a Mentor resident, who had experienced a job transition himself a few years earlier, brought the perspective and insight gained through his 30+ years as a hiring manager to his coaching of Martin's client.

Using the revised resume and new networking and interviewing approach recommended by Perry, Martin's client began to receive many more calls to interview and ultimately landed a new position. Soon afterwards, the Szarka president was being referred to several people each week with whom to coach regarding their respective job searches.

That first one-on-one coaching session quickly turned into a growing number of requests to meet other clients, friends, family and eventually grew to Perry being invited to speak at local Job Seeker's groups and college Career Centers throughout the northeast Ohio area. All of which in turn brought more requests for the individual coaching.

In an attempt to stay in touch with his rapidly growing number of followers, Perry began writing a blog to provide tips for job seekers called, "In the Business of You" ([www.inthebusinessofyou.blogspot.com](http://www.inthebusinessofyou.blogspot.com)). The blog quickly gained popularity and is currently being read by thousands of people in twenty-two different countries around the world.

When asked why he and the advisors at Szarka Financial spend so much time working with people in transition, Perry states that the answer is simple, "We truly understand the pain and distress that a layoff can cause a person and want to do whatever we can to leverage our internal expertise and external network to get people back to work as soon as possible." The Szarka president added, "It is no secret that people can and will do more to improve the health of a local economy when they are working than if they are depending upon unemployment compensation for their income."

Szarka Financial does not charge any type of fee for its networking assistance to clients and Mike Perry's job search coaching.

Why is an independent financial planning firm dedicating hundreds of man hours to assisting people who have experienced a forced job transition?

Szarka has a long history of providing objective information/education to persons affected by layoffs, in order to help them be better prepared to make the critical financial decisions that come along with being in an unexpected job transition.

“We feel it is our way of ‘Paying it forward’”, states CEO, Les Szarka. “We found our president, Mike Perry, through networking when he was in transition and believe that there is a lot of terrific talent in northeast Ohio that is available as a result of the many layoffs experienced over the last couple of years. We want to do our part to connect great talent with great local opportunities.”

Perry stated that he has a challenge for other companies to consider, “If our financial planning firm can help over 380 people find re-employment, just think about how many thousands of others in our area could benefit if every business in northeast Ohio dedicated some of their time and resources to assisting those impacted by layoffs.”

For more information on Szarka Financial Management, please visit [SzarkaFinancial.com](http://SzarkaFinancial.com).

*Szarka Financial Management (SFM) has provided comprehensive financial services since 1982 to clients nearing and in retirement. One of the leading financial planning firms in Northeast Ohio, SFM was named a 2010 COSE “Ten Under 10” winner\*. They offer comprehensive financial education programs and apply industry best practices to areas such as investment, retirement, estate, tax, 401(k) plans and insurance planning.*

*Securities and investment advisory services offered through FSC Securities Corporation, member FINRA/SIPC and SEC registered investment advisor. Szarka Financial Management is not affiliated with FSC or registered as a broker-dealer or investment advisor.*

*\*The Council of Smaller Enterprises(COSE) “Ten Under 10” award honors companies with less than 10 full-time employees for their best practices in innovation, growth/success, value to the community and the environment, diversity promotion and customer service excellence. Please see [www.cose.com/10under10](http://www.cose.com/10under10) for more information.*

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