

## Pennsylvania's **Best 50** Women in Business

**Name:** Rosemarie LaManna, CPC

*President & owner*

*Advance Personnel Services*

*Advance Medical Staffing & Home Health Care*

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### **Employment:**

- opened Advance Personnel Services in 1973 as sole recruiter serving the professional staffing needs of Reading and Berks County
- Expanded business to include light industrial, skilled trades, hospitality, janitorial, clerical, technical, professional, medical and home health staffing in Reading, Pottsville, Lancaster, York, Harrisburg and Carlisle.

### **PR/Marketing Contact:**

(nominator)

Kathy S. Roberts

*Director of Operations*

*Advance Personnel Services*

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### **Professional References:**

**Steve Sands**, East Division Director, H.R., Ancora

(410) 682-3565

**WR Weidner**, Chairman & CEO, National Penn Bancshares

(610) 369-6282

**Jane Keating**, Regional President, M & T Bank

(610) 378-3753

## I. Professional Accomplishments

In 1973, Rosemarie LaManna, a single mother with 2 small children, needed a career that enabled her to work from home to take care of her children, while building income and security. Tapping on her keen ability to match key professionals to companies, she ventured into opening her own business, a small permanent placement firm in 1973. Through long hours and unbridled personal commitment, the business grew substantially to include temporary and permanent office support placement. In 1987, she realized the strong market for temporary employees in Berks County and rapidly expanded the business to include light industrial and skilled trades staffing.

In 1976, after completing extensive written and oral examinations by a panel of peers, Ms. LaManna achieved the accreditation of *Certified Personnel Consultant*, serving as chairperson for CPC training and certification for the states of Pennsylvania, Delaware and Maryland from 1978 to 1986.

Ms. LaManna served on the board of directors of the Pennsylvania Association of Personnel Consultants from 1980 to 1984, holding various offices from secretary to president.

In 1998, Ms. LaManna was honored as the *Largest woman-owned business* for Berks County. In 2001, she was the winner of the Eastern Pennsylvania Business Journal *Executive Spotlight Award*. However, her most memorable achievement also came in 2001, when she was awarded a *Congressional Citation* by Congressman Tim Holden, "to recognize the formidable accomplishments in business in the Commonwealth of Pennsylvania of a truly enterprising and inspiring woman," she was presented with an American flag that was flown over the Capitol in Washington on 10/4/01.

For the past 31 years, she has worked in the permanent and temporary placement business beginning with the Reading location, eventually expanding to the company's present 7 branch offices, which include locations in Reading, Lancaster, Pottsville, York, Harrisburg and Carlisle. In addition to the opening of multiple branch locations, the nominee's company has expanded their service lines to become recognized as a *one-stop-shop* for all of their customers' staffing needs; light industrial, clerical, skilled trades, janitorial, hospitality, professional, technical, management, medical and home health care staffing.

## II. Community Involvement

Ms. LaManna is an active member in good standing with Berks, Lancaster, York, Dauphin and Schuylkill county Chambers of Commerce, participating and sponsoring many chamber functions such as job fairs, picnics and committees.

She is also an active member of (SHRM) The Society for Human Resource Management Pennsylvania Chapter since 1973.

Ms. LaManna is a proud supporter of the Reading/Berks and Lancaster chapters of *PAL- Police Athletic League* for the past 10 years. She was the sole fundraiser that generated the income to support over 400 dinners for underprivileged children, including an annual Christmas party.

Christmas is a very special time of the year for Ms. LaManna. In addition to selecting and sponsoring an employee and their family from each branch, since 1980 she has also partnered with local non-profit organizations in Berks, Lancaster, Schuylkill, York and Dauphin counties to celebrate the "true" meaning of Christmas. Every year ten impoverished families receive a complete holiday dinner, toys for each child and personal gifts for each parent. Her non-profit partnerships include, but are not limited to *Berks Women in Crisis*, *Habitat for Humanity*, *Schuylkill Women in Crisis*, *TLC- Transitional Living Center of Lancaster* and *ACCESS-York, Inc.*,

### **III. Advocacy for Women**

Through her active involvement in the day-to-day operations of her business, Ms. LaManna maintains a close relationship with each of her 30+ employees. This allows her to give her employees flexibility in scheduling to meet familial obligations. Ms. LaManna believes and has proven that you can be a successful business woman and successful homemaker at the same time.

Women account for over 75% of her staffing workforce. Because of her success and reputation in the industry, Ms. LaManna has recruited tenured top performers in the staffing industry. The executive management team of the company totals over 80+ years of staffing experience, from 17 to 31 years per executive, with women holding 6 out of 7 key management roles.

Ms. LaManna recognizes that the remarkable growth of her business is only possible through the personal and professional growth of her employees. She is a firm believer in the training and continuing development of her employees, hosting multiple in-service training sessions and over 2 full-day training workshops per year.

**Rosemarie LaManna is a positive female role model for those individuals looking to start a business of their own, as she is proof positive that with hard work, determination and a little creativity, a woman can be anything she wants to be.**