



Good for Corporations. Good for Working Moms.

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**EFFECTIVE WORKFORCE STRATEGIES: MAKING WORK WORK FOR  
NORTH TEXAS COMPANIES & THEIR TEAMS**

*Mom Corps Dallas Connects Progressive North Texas Businesses with Ultimate Talent*

**Dallas (July 12, 2012)** – Traditionally, flexible work meant variable hours. Period. In the year 2012, it is a talent acquisition and retention strategy. One of the keys to building and nurturing effective workplaces is recognizing realistic work patterns that meet the needs of both employers and employees.

Enter Mom Corps Dallas, the only North Texas placement firm that connects progressive Dallas area employers with experienced talent looking for [flexible work](#). For progressive companies seeking an engaged, flexible workforce, Mom Corps Dallas is the trusted provider of highly skilled, professional candidates that helps North Texas companies meet their business needs and cycles of today.

“Flexible work is **time, place and duration**,” states Mom Corps Dallas President Cindy Yared. “**Time** is modified hours or work week. **Place** could be virtual or shorter time in office and **duration** is [project work](#), seasonal or full time.”

Celebrating one year in the marketplace this past January, Yared and her team have found opportunities to educate local employers on the benefits of flex-work.

“Our management team was spending a lot of time trying to staff up. We identified a need to find a partner to help us on the hiring side so we could continue to focus on our company’s vision and mission,” Jame Frey, vice president of operations, [Venturity Financial Partners](#), and one of Mom Corps clients. “Mom Corps Dallas’ business values aligned with ours. They convinced us to open our minds to outsourcing and the [flexible workforce](#) that could meet and exceed our business needs. The candidates they continue to provide are of the highest caliber.”

Employees are more productive when they are working for a company who cares about them and realizes their value. One of Mom Corps Dallas candidates recently hired at [EnTouch](#), a full-featured, sustainable commercial energy management system provider, agrees.

“At EnTouch, the environment is very entrepreneurial and fast-paced. Everyone puts in the time needed to get the job done, but we all do it in a way that [works for our individual situations](#),” Chad Fink, vice president of sales at EnTouch, said. “I am extremely happy Mom Corps Dallas gave me the opportunity to find this great new job at a corporate home that works for [my professional and personal lives](#). From the get go, I felt that Cindy and her team had both the best interest in me as well as my potential employer, which is unique.”

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Mom Corps Dallas President Cindy Strand Yared concludes, “Summer is all about juggling for working parents. It is when the saying, ‘It takes a village,’ couldn’t be more true. Our clients walk the talk and they all deliver. They are the premiere North Texas companies that realize the value of workforce flexibility on their bottom line and which continuously cultivate corporate cultures where strong, driven working parents thrive.”

**ABOUT MOM CORPS DALLAS**

Mom Corps was founded in Atlanta in 2005. Mom Corps Dallas, founded in 2011, is a premier North Texas placement company. The company connects progressive Dallas employers with experienced talent looking for flexible work. To learn more about Mom Corps Dallas, please visit [momcorpsdallas.com](http://momcorpsdallas.com), follow our news on Twitter [@momcorpsdallas](https://twitter.com/momcorpsdallas) or find us on Facebook at [Facebook/MomCorpsDallas](https://www.facebook.com/MomCorpsDallas).

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