



***Forbes* Reports 151,352 Layoffs for January Itself; Employment Authority Proposes Alternative Job Search Approach**

January 30, 2009

Pasadena, CA — According to a compilation by *Forbes* recently, there were 151,352 layoffs at America's 500 largest public companies in the month of January. This is a huge number in itself, without taking into count the layoffs which have taken a toll in other companies and industries this month. Employment Authority, a targeted mailing service, suggests a proactive approach to searching jobs. The company, initiated by A. Harrison Barnes, is a career marketing service that researches employer contacts inside of corporations and other employers in the United States and assists high-income executives in initiating **targeted mailings** to those employers.

"The debris of rapidly cut jobs is certainly mounting and it is saddening to see so many deserving professionals out of work, even after putting in all efforts. It is hard to find jobs in such a scenario." says A. Harrison Barnes. "By preparing polished resumes, providing the tools to conduct targeted mailings, as well as giving informed counseling and support, we match our clients' qualifications and career goals to companies that can offer them the jobs they've been looking for. Past results suggest that this is the best way to go about for getting a job, especially in bad times."

The job market has been subjected to quite a many swings this month, with dismal economic reports and continuous layoffs. There have been layoffs galore: Boeing eliminated 10,000 jobs, Caterpillar reduced its workforce by 20,000 workers; Pfizer fired 15% of its workforce (19,000 workers); and Intel closed down manufacturing plants which affected 5,000 jobs. Other companies which suffered huge layoffs were Alcoa (13,500 jobs), Textron (2,000 jobs), Motorola (4,000 jobs), Hertz Global Holdings (4,000 jobs), General Motors (2,000 jobs), Home Depot (7,000 jobs), and Microsoft (5,000 jobs).

Many HR experts reveal that with a depleting number of jobs in US and even in other countries, corporate networking and **targeted mailing** is the best approach one can take as a job seeker.

Barnes adds, "It is predicted by many analysts that unemployment rates will rise to double digits by the end of this year. Hence, it is advisable to job seekers to be prepared for facing this recession with a strong network. But what will job seekers do if they don't already have one? Employment Authority comes to the rescue here. The company helps job seekers network directly to their niche source of employers."

In addition to targeted services, Employment Authority also provides resume and cover letter service at no charge and insures these are relevant and compelling to potential employers.

For more details about Employment Authority, visit www.employmentauthority.com.



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About Employment Authority

Employment Authority is a targeted mailing resume distribution service for job seekers to search for jobs proactively and apply to unadvertised and “hidden” job listings. As a member of the EmploymentScape group of companies, Employment Authority is part of one of the largest career companies in the world with offices throughout the United States, and with hundreds of employees to respond to the job seekers’ needs.