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## PRESS RELEASE | MEDIA ALERT

### AG INDUSTRY LOOKS TO FRESH LOCAL PROVIDER FOR TEMPORARY AND FULL-TIME TALENT

**March 9, 2009.** A new kid on the block and temporary services provider to open offices in Salinas, CA. Although technically a new business, this group is not necessarily a kid when it comes to the talent, labor and temporary services arena. Robyn DaRosa, long time resident of the Salinas Valley and veteran in the staffing and executive search industry will be heading up this new venture and opening offices in March, 2009, at 1263 Padre Drive, Salinas, CA doing business under the name of AGforce Staffing and Search. DaRosa has been a small business owner for over 25 years and is no stranger to agriculture. Her father and uncle were growers in South Monterey County for many years so she knows first hand the nuances of the farming business. She additionally has worked for two of the leading temporary services and staffing giants in management, employment services and business development. DaRosa owned and operated her own staffing and executive search business, ProFormance Personnel, since 1996 and will be continuing with her business as well. DaRosa will first be on board consulting on all aspects of creation, marketing, process implementation and development for AGforce as well as will be overseeing the hiring of in-house staff and building a strong contingent employee base to best serve the Central Coast grower operations, food manufacturing, agricultural and viticultural employers and related agri-businesses thereof. AGforce will be providing all levels of temporary employees from clerical to professional with a focus on those with relevant ag industry experience and/or transferable skills. DaRosa expects that their doors will officially be open for business by March 30, 2009.

When asked how she felt about the current economy, DaRosa replied “We live and work in one of the most vital, industrious areas in the world. We’ve experienced tough times before and I have no doubt we will overcome the challenges we are now facing. I am excited to again be strategically involved in the staffing industry and feel confident that by partnering with local employers and placing people back to work, we will be able to make a positive difference.” DaRosa may be reached at [robyn@projobs4u.com](mailto:robyn@projobs4u.com) or by telephone at (866) 440-7932.