

ATLANTA BUSINESS CHRONICLE

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PACESETTERS

3 HOSPITALITY STAFFING SOLUTIONS LLC

Recruiting good employees and keeping them on staff is a challenge for every company, but especially those in the hospitality industry, where the quality of service can make or break reputations.



Gerry Gurbacki

Tired of lack-luster results from their own efforts, many hotels are turning to outside help in managing their staffing needs.

Among the personnel specialists in high

demand is Hospitality Staffing Solutions (HSS), a Marietta-based company that has 2,800 employees in hotels from Miami to Green Bay and Philadelphia to Denver. In an industry often plagued with rampant employee turnover, HSS has kept turnover at its hotels to just 8 percent — a figure three or four times better than what most hotels can do on their own, according to David Rogers, HSS' chief financial officer.

“The key to our growth is making sure our existing customers are satisfied and new customers are satisfied,” Rogers said.

Two years ago, CEO Gerry Gurbacki's HSS had an annual revenue of \$8.4



million. By the end of 2004, that figure had grown to \$29.2 million.

ATLANTA'S 50 FASTEST-GROWING PRIVATE COMPANIES

ranked by weighted average growth index*

Rank	Company	Weighted average growth index*	% change in revenue 2002-2004	% change in number of employees 2002-2004	Factor(s) leading to growth	Brief description of service(s) offered	Chief Atlanta officer(s)	Year established in Atlanta
1.	AirServ Corp. 3343 Peachtree Road N.E., Suite 710 Atlanta, Ga. 30326 (404) 926-4200 www.airservcorp.com	5,391.67	10,802.47%	437.19%	executive team experience in the aviation industry, close partnerships	provides a wide range of aviation services to the nation's largest air carriers	James W. Childs, Frank A. Argenbright, Dan DiGuisto	2002
2.	Regency Hospital Co. A 30000 Mill Creek Ave., Suite 250 Alpharetta, Ga. 30022 (770) 772-4345 www.regencyhospital.com	1,689.15	860.13	668.95	meeting a highly needed service for patients; strategy of relating closely to customers; establishing outstanding culture; adherence to business model	intensive care unit hospitals for the long-stay patient	Rod Laughlin, Gene Winters	2001
3.	Hospitality Staffing Solutions LLC 1640 Powers Ferry Road, Building 3, Suite 200 Marietta, Ga. 30067 (770) 612-0054 www.hssstaffing.com	555.26	233.57	250	commitment to what we do best, good reputation, honesty and integrity in dealing with customers and employees	hotel staffing	John King, Gerald Gurbacki, David Rogers	1999
4.	AirDefense Inc. 4800 North Point Parkway, Suite 100 Alpharetta, Ga. 30022 (770) 663-8115 www.airdefense.net	443.04	9,172.73	268.18	rapidly growing wireless LAN market, large client wins, innovative technology	real-time wireless intrusion detection and prevention against hackers and intruders	Jay Chaudhry, Anil Khatod, Scott Hrastar	2001
5.	Moe's Southwest Grill LLC 2915 Peachtree Road Atlanta, Ga. 30305 (877) 534-7216 www.moes.com	317.67	650	200	great food, hot concept, quick service, affordable pricing, family-oriented, franchising model	fast casual, Tex-Mex restaurant concept	Martin Sprock	2000
6.	CipherTrust Inc. 4800 North Point Parkway, Suite 400 Atlanta, Ga. 30022 (678) 969-9399 www.ciphertrust.com	100.92	372.73	220.34	increase in demand for anti-spam and e-mail security products, top-notch employees, accessibility to Georgia Tech graduates	e-mail security, spam and fraud protection, virus and worm protection, policy and content compliance, e-mail privacy, intrusion prevention	Jay Chaudhry, Steve Raber, Paul Judge, Mike VanBruinisse, Mike Rothman	2000
7.	JBoss Inc. 3340 Peachtree Road N.E., Suite 1225 Atlanta, Ga. 30326 (404) 467-8555 www.jboss.com	81.68	685.71	566.67	no licensing charge for products, being at the forefront of the middleware industry, Professional Open Source business model	second-generation open-source software company	Marc Fleury, Cary Smith	1999
8.	SouthStar Funding LLC A 400 Northridge Road, Suite 1000 Atlanta, Ga. 30350 (770) 641-4150 www.southstar.com	81.33	91.38	132.65	focus on employee and customer retention by offering uniquely superior personal service to both groups	residential mortgage lender offering a wide variety of home mortgage products	Kirk Smith, Mike Fierman, Brian Smith	1998
9.	Newell Recycling of Atlanta Inc. 1359 Central Ave. East Point, Ga. 30344 (404) 766-1621 www.newellrecycling.com	80.31	149.04	54.95	increased capacity led to higher sales volume and improved margins while maintaining modest expenses	metal processing and recycling facility	Sharon Newell Shirley	1974
10.	Lanier Parking Holdings LLC 730 Peachtree St. N.E., Suite 1050 Atlanta, Ga. 30308 (404) 881-6076 www.lanierparking.com	61.47	50.71	119.32	secured new business contracts, took over contracts previously held by competitors	parking operator and manager	J. Michael Robison	1989