

## **News Release: For Immediate Release**

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## **Maria Rollins, CPA, MST Interviewed by CNN television and CNN.com on the Issue of Recruitment**

*Rochelle Park, NJ / New York, NY* - More than 3,700 unemployed professionals descended on the Marriott Marquis Hotel in Times Square on Thursday, March 5 for an employment fair sponsored by Monster.com, the job search site. There were 92 employers present, and Kreinces Rollins & Shanker, a growing Rochelle Park, New Jersey based accounting and consulting firm, was one of them.

Both CNN television and CNN.com interviewed partner Maria Rollins, CPA, MST, asking what advice she had for the thousands of professionals currently seeking new work. "This is a great opportunity to put a face behind the name on the resume," said Maria. "Don't be afraid to show your personality when you meet a potential employer. Personality and experience is what will get you the job. Also, keep your resumes short and relevant."

Maria also stated that despite the gloomy economic and employment landscapes, every candidate she spoke with (no exceptions) was positive, energetic and a pleasure to spend a few minutes with. She spoke to about 100 applicants and will likely call on at least a dozen for interviews for both the accounting firm, and also their clients.

As accountants and business advisors, Kreinces Rollins & Shanker works closely with their clients to assess their financial needs and operations. The partners are well-aware of the climbing unemployment rates, but are also cognizant that sometimes long-term growth means holding on to good people, even if it means altering compensation plans or job descriptions temporarily.

With a national unemployment rate climbing to 8.1% last Friday and a large increase in the number of job seekers with a decade or more of experience, those lucky enough to work for good companies are open to these new types of arrangements.

To learn more about how Kreinces Rollins & Shanker is working with small and medium size businesses to help them stay afloat and pointed in the right direction, please contact Maria Rollins or Brad Kreinces directly.

Based in Rochelle Park, NJ, Kreinces Rollins & Shanker is a full service certified public accounting and consulting firm. In addition to the traditional services of accounting, auditing, tax planning & preparation, KRS offers consulting services including: litigation support, business valuations, mergers & acquisitions, due diligence, retirement and estate planning, employee benefit audits, outsourced bookkeeping and controllership solutions. KRS services closely held and family owned businesses in a wide range of industries, including: manufacturing, real estate, construction, wholesale food distribution, financial services, and importers, as well as attorneys, physicians and other professionals and high net worth individuals. "

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