



**The Search is Over.**

**FOR IMMEDIATE RELEASE**

**Mark Barnhart Gains Employee Retention Credentials through National Association  
*Less than 50 Professionals in U.S. Hold CERS Designation***

INDIANAPOLIS, IN (October 12, 2009) –Mark Barnhart, Director of TouchPoint Recruiting Group, has earned the designation of Certified Employee Retention Specialist (CERS) from the National Association of Personnel Services (NAPS).

With this distinction Barnhart joins an elite group of less than 50 recruiting and staffing professionals nationwide who are certified to advise clients on specific recommendations to help find and retain top talent. The CERS certification program was introduced in 2006 to better align search and recruiting professionals as strategic partners who can provide expertise and consultative advice beyond just who to interview.

“Strategically speaking, retention begins with the selection process,” said Barnhart. “As a search professional, I want to ensure that the new hires we secure for clients are the first step in their succession and retention plans.”

According to the Society for Human Resource Management (SHRM), six of the top 10 workplace trends are directly related to talent acquisition, selection and retention. The number one trend among these is retention.

Plagued with a tumultuous economic environment, emerging global competition, three generations in the workforce and the approaching retirement of senior level leaders, workforce retention has emerged as a critical human resource function impacting overall business strategy. The CERS credentialing process trains professionals on the key drivers of employee retention, as well as the long-term impact

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of high retention on productivity, morale and overall organizational profitability. Participants gain insights into choosing talent wisely, creating an engaged multigenerational workforce, and developing strategies for effective succession planning, performance management and retention.

Barnhart, who already holds NAPS' Certified Personnel Consultant (CPC) designation, has more than 16 years of experience in the recruitment industry. Prior to joining TouchPoint, he co-founded and was partner of an award-winning search firm based in Indianapolis.

**About the National Association of Personnel Services (NAPS)**

NAPS has served as the search and staffing industry educator since 1961. The nation's oldest industry association, NAPS also represents the profession in critical legislative arenas in Washington, D.C. while also working to promote public and business awareness regarding the value of personnel services.

**About TouchPoint Recruiting Group**

TouchPoint Recruiting Group, a Katz, Sapper & Miller Company, is a retained search firm that focuses on providing high-quality professional search and placement services. The group conducts searches for professionals from all industries and position levels, including administrative support and clerks, human resources directors, controllers, chief financial officers, and presidents. TouchPoint also assists with contract staffing, outplacement, and a variety of other human resource needs.

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MEDIA CONTACT: Donna Blackmon, [dblackmon@ksmcpa.com](mailto:dblackmon@ksmcpa.com), 317.580.2112