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**Madison Approach Staffing Celebrates 30 Years with Launch of  
“30 Kickstarts for 30 People” Campaign  
Free Program Open to Westhab Job Seekers of all Ages and Experience -  
Applications Open Through November 24<sup>th</sup>, 2018**

(WESTCHESTER, November 1, 2018)— Madison Approach Staffing Inc. is paying it forward by providing 30 Job Seeker clients of Westhab the tools they need to overcome a barrier to employment, select a career, or change a career. The “30 Kickstarts” campaign launched on October 25, 2018 at Ludlow Commons at 7 Ludlow Street, Yonkers, NY and celebrates Madison Approach Staffing’s 30 years of ‘building Westchester County one job at a time.’ The campaign encourages Westhab clients to apply for free professional assistance, which can include advice on creating a LinkedIn profile; best practices for managing a digital footprint; a shadow day to help with creating references; a professional makeover, training on finances/banking/budgeting; computer/navigation skills; resume help, and/or a transportation subsidy — anything that will ‘kickstart’ their career by helping them maximize their personal potential.

Applications will close on November 24, 2018, after which 30 individuals will be selected for their “kickstart.” The 30 winners will be announced at a congratulatory reception mid-December. Each winner will be highlighted on the Madison Approach Staffing website and in social posts that reflect their respective personality, skills, and strengths.

Applications are accepted at: <https://www.madisonapproach.com/30-kickstarts/>

Madison Approach is working with the following business partners to provide the 30 Kickstarts as well as screening and identifying appropriate job opportunities for the winning applicants:

- **Bud Hammer**, *President*, Atlantic Westchester HVAC Solutions;
- **Marsha Gordon**, *President/CEO*, Business Council of Westchester (BCW);
- **Ebony White**, *Director of Workforce & Employer Development*, BCW;
- **Wiley Harrison**, *President*, Business of Your Business;
- **Iris Rodriguez**, MS, SPHR, *Senior Manager of Recruitment*, ConEdison Clean Energy Businesses;
- **Dor Lata**, *Founder*, Dor Lata On Camera Image Consulting;
- **Lisa Stamatelos**, MBA, SPHR, SHRM-SCP, *Director of Human Resources*, KVL Audio Visual Services;
- **Denise D’Agostino**, *President*, Possibilities+;
- **Edward M. Johnson**, PMP, ITIL, *Managing Director*, Rebel Visions;
- **David Singer**, *President*, Robison Oil;
- **Andi Gray**, *President*, and **Eddie Monroy**, *Director of Consulting*, Strategy Leaders Business Consulting;
- **Suzanne Kelly**, *Chief Talent Advisor*, Suzanne Kelly;
- **Kathy D’Agostino**, *Associate Certified Coach*, ICF, Win at Business Coaching, LLC, and
- **Dina Pace**, *Executive Video Producer*, Pace Productions, Inc.

“Our business was founded in 1988 and after three decades, I remain keenly aware how daunting it can be for anyone entering or returning to the workforce or how difficult it can be for a young person trying to determine their career path,” said Allison Madison, President of Madison Approach Staffing. “We are proud to be partnering with Westhab and are eager to see the results.”

“Both Madison Approach Staffing and Westhab are very passionate about finding work placement for individuals. There are a wide range of Westhab clients from all backgrounds excited to get out there and work. We’ve worked with Allison for years and I’ve seen how dedicated she is to helping job seekers find employment opportunities,” said Joanne Dunn, Assistant Vice President Westhab Youth and Employment Services.

“Madison Approach Staffing looks forward to helping individuals overcome a barrier, improve a skill, or gain a new one, in order to take that next step forward,” Madison continued. “Ultimately someone’s self-confidence can be the reason they are selected for a job. Our goal is to help 30 deserving people increase their confidence and add to their strengths as a candidate. We look forward to receiving many applications, determining how we can help, and selecting 30 deserving individuals to get started.”

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#### **About Madison Approach**

Madison Approach Staffing helps businesses find the people they need, when they need them, to help organizations increase productivity and growth. The company’s services include direct hire, temp staffing and temp-to-hire placements as well as business needs assessment and customized training modules to help small and mid-sized business develop themselves and their people.

Madison Approach Staffing also works with community-based organizations to help adults and youth learn the skills and find the opportunities they need to become productive members of the workforce. [www.madisonapproach.com](http://www.madisonapproach.com)

#### **About Westhab**

Westhab, Inc. was founded in 1981 to “build communities and change lives” in Westchester County. Westhab finances and builds residential, affordable housing and provides supportive housing for vulnerable members of the community; year-round youth services including academic support and recreation; homeless services to help homeless individuals and families quickly get back on their feet; and employment services to prepare job seekers, often with significant obstacles to employment, for success in the job market. [www.westhab.com](http://www.westhab.com)



**Pictured L to R:** Wiley Harrison, *President, Business of Your Business*; Eddie Monroy, *Director of Consulting, Strategy Leaders Business Consulting*; Rich Nightingale, *President & CEO, Westhab, Inc.*; Allison Madison, *President, Madison Approach Staffing, Inc.*; Dan McQueen, *Westhab Client*; Joanne Dunn, *AVP Youth and Employment Services, Westhab, Inc.*; Valerie Swatz, *Director of Development & Recruiting, Madison Approach Staffing, Inc.*; Dor Lata, *Founder, Dor Lata On Camera Image Consulting*; Edward M. Johnson, PMP, ITIL, *Managing Director, Rebel Visions*