



## JC&A FANMAIL

With a 25-year track record, Judith Cushman & Associates' reputation remains unblemished. Values of fair dealing, honesty, a results-oriented service focus and respect for both clients and candidates are more than words. They are the basis for how JC&A has and will continue to behave. Here are comments from both clients and candidates (job seekers) that says JC&A "walks the talk."

### From Clients

***A client that has retained our services on several occasions over many years had this comment***

"Judy has a unique gift for using both logic and intuition in matching candidates to jobs and organizations. Her success rate in finding great employees for my team was the best of any recruiter I've ever worked with. Additionally, Judy's probing questions about what is needed in a candidate have frequently led to insights leading me to adjust a job's scope or niche in the company - these insights improved the productivity and excellence of the entire organization."

***A former client and a well respected Silicon Valley Marketing VP that Judith Cushman has known for over 15 years***

"Judy Cushman has had her finger on the pulse of high-tech marketing communications and PR talent longer than anyone else. Her creative and indefatigable outreach to this select community is legend. She knows everyone, and everyone knows her."

***A former client that has known Judith Cushman for over 10 years upon receiving several issues of the newsletter that he had not seen***

"Thank you for sending me these past newsletters... they are very good. Of all the headhunters, you are the only one who gives insight into the profession and business. Thank you for that."

***Comments during a major pro-bono project from other volunteers***

"If I haven't said it before, you are always a delight to be around, and I thoroughly enjoyed working with you!" (on a volunteer project)

***As a thank you for volunteer work, Judy Cushman received flowers and responded in turn with a thank you. Here is the final note in that chain...***

"It was the least I could do for someone who's done so much for the Chapter. Absolutely my pleasure... if you need it, I'm happy to sing your praises to anyone who asks!"

### Judith Cushman & Associates

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## From Candidates

The reason a niched search firm is successful over the long haul is the trust it builds with candidates who will return calls and share off the record information. That trust is built by unfailingly providing honest feedback and insight into their work and life balance goals. Here are some of those comments.

### *After a conversation to help a very talented individual mesh life and work issues*

"I truly appreciated talking with you about my options and how to think about them relative to 'life strategy.' My husband and I have a date to revisit our strategic plan. You are very perceptive and gave me a great framework for defining my situation and next steps. Thanks for hanging in there with me. I'll let you know how things progress."

### *Over lunch during a first visit with a 20+ year veteran of the agency world, Ms. Cushman defined a candidate's positioning strategy and discussed his resume*

"I'm still reeling from your straightforward, honest insight. In the course of a lunch, you helped me crystallize thoughts and feelings that I have been wrestling with for months. You are truly a gifted counselor. Per your suggestion, I will rework my resume and get it back in your hands the first part of next week. Again, thank you for sharing your perception and wisdom with me. I'll be in touch soon."

### *Feedback from a phone interview*

"Just wanted to say thanks again for being so generous with your time and insight. Your perspective has been helpful as I think through my options. I look forward to hearing more about the public affairs (volunteer program) moving forward."

## As a Speaker

"Thanks again for sharing your wisdom. The comments back from the session after the luncheon have been especially complimentary."

"You are a terrific speaker! With passion plus clarity, you led them through a serious process of sorting out the most significant characteristics and experiences to put on their resumes/cover letters."

"Thanks, and we appreciate the effort you put into the event. It was, by all accounts, well received - and for several of our members, it couldn't have been timed better..."

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For years, Judith Cushman has been writing a newsletter commenting on trends that affect careers of communications professionals. The Cushman Report reaches over 10,000 subscribers. Here are some comments:

"I'm always happy to read your newsletter, which is easily the best in your industry."

"Excellent material on critical issues. I enjoyed the insights."

"Just a note of praise for your thoughtful (and, from my vantage point, accurate) review of the communications marketplace in your February/March newsletter. I particularly enjoyed your assessment of how the post-boom economy has significantly changed the rules of engagement for those with little or no experience navigating their careers during a recession..."

"As the economy begins to pick up steam once again, I'm in full agreement with your view that long-term achievement and reasonable work-life balance will provide a "win-win" meeting place for employers and prospective employees."

"You hit the nail right on the head with your market analysis. I found your analysis of mid-level professionals particularly pertinent. Now it's time to get a job. I appreciate your insight."

"Very nice, one of your best most informative newsletters yet. I like the new format in which it's an email...easy to read."

"Thank you, Judy. I've forwarded your newsletter to colleagues (senior pr professionals in SF and NYC). Your analysis of the current market is on target, absolutely. My own business held up remarkably well, even during 4Q, so I am grateful. None of us can take anything for granted."

"Thanks for the comprehensive and informative thoughts you've put together. Great edition."

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