

Article published Monday, May 28, 2007

Firm meets human-resource demands Consultants help handle staff issues

By **HOMER BRICKEY**
BLADE SENIOR BUSINESS WRITER

For years, Jim Traver, a veteran of 30 years in human resources, attended focus groups with fellow professionals in the Toledo area.

He kept hearing the same message: Lots of managers were dealing with increased work loads and not enough staff to get the job done.

"Human resources departments of big companies have a multitude of people," Mr. Traver said. "But small organizations can't afford that type of expertise."

Mr. Traver - who spent much of his career with Toledo Edison Co. and its parents - decided there was a market for human resources services.

He started HR On Demand four years ago and moved into what he calls a Chicago-style loft office in an old building on Adams Street in downtown Toledo.

Since then, he has signed up dozens of area companies and organizations as clients, including manufacturers, universities, insurance firms, and nonprofit agencies.

"They were a great resource for me," said Cynthia Eschenburg, associate vice president of human resources for Owens Community College. "I was trying to hire a human-resources manager, and with their connections they were able to point me in the right direction. It was a great help to me, being new to the area."

Jill Kegler, president of Kellermeyer Co., a Bowling Green distributor of janitorial and paper products, said she hired HR On Demand to outsource all of its human resources.

The Toledo firm took the time to understand her business, she said. "I am ecstatic. It's better than I imagined," she said.

SMALL BUSINESS PROFILE

- Company: HR On Demand
- Headquarters: 617 Adams St., Toledo
- Founded: 2003
- Est. 2007 revenues: \$600,000
- Employees: 11
- Top executive: Jim Traver, president
- Type of business: Human resources consulting and outsourcing

The office of HR On Demand operates with a staff of Mr. Traver and Sue Fyten, director of business development and operations. Nine other employees are human resources generalists and specialists who work at client sites or from their own offices or homes. The company should have revenue of \$500,000 to \$600,000 this year, the owner said.

Clients are mostly in metro Toledo, but some are in Michigan and as far away as Tiffin.

Ms. Fyten, who worked in human resources departments for three decades in New England, said smaller firms don't need full-time human resources help, so they pay for it when needed.

The firm typically does a human resources audit to determine what help is needed, but offers expertise in such areas as compensation,

training, safety, employee-retention programs, dispute resolution, and discipline programs.

The company is called to help with special projects.

"Even if a company has a staff, it may have difficulty completing a human resources handbook or a compensation program," Mr. Traver said.

The company offers temporary help, generalized assistance, or can specialize in areas such as safety, Ms. Fyten said.

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Jim Traver and Sue Fyten, veterans in human resources, lead HR On Demand. The Toledo-based consulting business offers expertise in worker training, safety, and dispute resolution. (THE BLADE/JETTA FRASER)