



## NEWS RELEASE

Release: Immediate  
April 4, 2014

Contact: Trinetta Cunningham, President  
[724.970.2662](tel:724.970.2662) office  
[tcunningham@naps360.com](mailto:tcunningham@naps360.com)

### **Jordan Rayboy receives Certified Employee Retention Specialist (CERS) designation from NAPS**

(Atlanta, GA - 2014) - Jordan Rayboy, has received the Certified Employee Retention Specialists (CERS) designation on March 26, 2014 from the National Association of Personnel Services.

The Certified Employee Retention Specialists (CERS) is the only national designation recognized globally by the personnel services and staffing industry. A CERS must be knowledgeable on employment laws and regulations, as well as be a consultative expert who can work with clients not to just find top talent, but a consultant that can help them retain the top talent already on their team. CERS have the highest standard of business practices set forth by the National Association of Personnel Services. Jordan Rayboy, CPC/CERS, joins approximately 52 Certified Employee Retention Specialists in the nation, a designation that began in 2006.

“Attaining National certification through NAPS is one way recruiters can set themselves apart from the rest” said , Carolyn Boyer, CPC and NAPS Vice President. “It ensures that industry professionals are knowledgeable on the most current employment laws, the highest ethical standards and the best business practices as well as confidentially assessing a client’s retention issues and advise them with specific recommendations as their trusted retention advisor.