

# 'Pioneers' Celebrate 25 Years

BY ASHLEY VARESE

avarese@bcnnew.com

During the 1980s, women began climbing the corporate ladder. The streets of Manhattan were jammed with women wearing power suits and Reeboks, trekking to jobs on Wall Street and in Midtown.

While some women were making their mark through promotions and high-paying positions, Carolyn Bloom and Natalie Einson went a step further and opened their own business, a staffing agency they named Success Unlimited, Inc., on Main Street.

"We were leading the way," Einson said. "We were like the pioneers of female entrepreneurs."

Twenty-five years later, the agency and its two partners are still going strong.

Before opening the agency in 1983, both women had experience at staffing agencies, and they agreed they were ready to go out on their own. They fill jobs from administrative positions to upper management, and have forged relationships with companies throughout Fairfield County.

Between newspaper ads, business connections and especially the Internet, one might think staffing agencies will soon become obsolete, but Bloom and Einson disagree.

"The Internet is a good source," Einson said. "It is competition because it's another source of hiring, but it puts a lot of work on the company's part."

Bloom said jobs posted online yield hundreds of results, making it difficult for the hiring manager to sift through all of the resumes, cover letters and references. By using Success Unlimited, companies don't have to deal with all of the paperwork and numerous interviews.

Both women agree that they're "matchmakers."

"We know the company, and we know what they're looking for in an applicant, so we look over our resumes and make a match," Bloom said.

As for the applicants, Einson said they are discreet when looking for new posi-



WESTPORT NEWS photo / Ashley Varese

*The Success Unlimited staff pose at the Main Street firm. Front from left, owners Natalie Einson and Carolyn Bloom. Back, from left, Lana Rappaport, Vivian Sherwood, John Goodman, Carol Kellner, Joan Baer and Barbara Trovarelli.*

tions.

"The candidate likes to be represented," she said. "If they're currently working, they don't have time to search for new jobs or to interview."

Einson said in the current economic state, people are afraid to leave their jobs, so they aren't looking for new employment. But even when the job market is in flux, the agency continues to survive.

"It's our perseverance," Bloom said. "We have to work harder."

In addition to offering permanent employment, the boutique agency also has a temp division, and some of those positions eventually offer permanent placement.

The women agree that they owe much of their success to teamwork between the

seven-person staff, most of whom have been with them for between eight and 24 years.

"If one of us gets an applicant, we introduce them to everyone (in the agency) because everyone has different accounts," Bloom said. "We have to work as a team, especially in this market."

After 25 years in business, they still enjoy heading to work each day.

"There's a certain satisfaction," Bloom said. "It's a good feeling to please people. We form a lot of relationships on the client side as well as the applicant side, and we've had a lot of success stories over the years."

For more information, contact Success Unlimited at 227-4999 or visit [successofwestport.com](http://successofwestport.com)