

FIRST OPTION, INC.

MISSION STATEMENT

First Option is on a mission to bring the Monday blues to extinction and help businesses discover their future leaders. We believe this is possible when like-minded top business talent and premier companies connect—and the *only* way to properly match them is to develop earnest relationships with both in a manner that says “you deserve the best.” ▲

Founder's Bio

Riley W. Newell

- ▲ **BORN** 1963; Minneapolis, Minnesota
- ▲ **EDUCATION** BBA, 1987, Finance, Iowa State University;
MBA, 1997, Marshall School of Business, University of Southern California.
- ▲ **FORMER JOBS** Recruiting Manager, Robert Half International – Top 10 recruiter in North America;
Business Manager, Financial Planning & Analysis, The Walt Disney Companies;
Senior Financial Analyst / Operational Analysis, M&M/Mars, Inc.
- ▲ **PASSIONS** Family – two daughters, son & wife
College football – University of Nebraska Cornhuskers;
Rare Pinot Noir wines paired with Midwest beef – Morton's Cajun Rib-Eye is a favorite.



Riley Newell is President of First Option Recruiting, an executive recruiting firm specializing in direct hire placement and project professional engagements for seasoned Finance, Accounting, and IT professionals. Riley has worked in the executive recruiting industry since 1999, where he found his career passion in helping others find *their* career passion. And that's why First Option Recruiting takes a decidedly different approach than most recruiting firms. Too often, would-be employees and clients are skeptical of the intentions of executive recruiters. And employers find themselves with a new hire that doesn't quite fit the company culture. Riley firmly believes this is due to two factors. The vast majority of firms in the recruiting industry don't take the time to appreciate the unique personal, operational, and cultural needs of a company or candidate. Additionally, their interest unfortunately lies in a quick commission instead of building long-term relationships and grooming future leaders. Riley is known throughout Orange County, California as a resource who doesn't just fill job slots, but takes into consideration that all important work-life balance as well as individual potential and workplace needs. Weekly contact with literally hundreds of local companies also gives him an unrivaled window onto the region's unique economic and hiring trends, making Riley and First Option Recruiting valued resources for all that depend on them.

To Riley, First Option is best described as a business talent agency, where people find a team that works to be genuine advocates for both candidate and client. ▲

Company Facts

BRANDS	First Option Financial – for the fields of Finance and Accounting First Option Technology – for the field of Information Technology	DROP OFF*	Less than ½ the industry average (*placed employees that are let go before 90 days)
FOUNDED	2002. Incorporated in California.	EXPERIENCE	80% of the business talent we place have 5+ years of experience in their respective field. 40% have 10+ years of experience
HEADQUARTERS	Irvine, California		
OWNERSHIP	Private		

Industry Facts

- LABOR SHORTAGE** 10 million U.S. jobs will go unfulfilled by 2010 due to the retirement of baby boomers
(U.S. Bureau of Labor Statistics)
- WORK-LIFE BALANCE** 84% agreed or strongly agreed they desire more time for family, community, friends & hobbies in life
(Forbes, *Get a Life*, Nov. 28, 2005 – survey of executives regarding work-life balance)
- LEADERS LOST** By 2011, 50% of all C-Level executives will retire
(Forbes, *Where Have All the Leaders Gone?*, Aug. 11, 2006)
- FASTEST GROWING JOB CATEGORIES** 55% increase by 2014 – Network Systems & Data Communication Analysts (IT)
48% increase by 2014 – Computer Software Engineers (IT)
22% increase by 2014 – Accountants & Auditors (Financial)
(U.S. Bureau of Labor Statistics)

Services

- EXECUTIVE RECRUITING** Direct hire executive recruiting services on a contingency basis to employers. Simply put, if we don't find the right employee for you, you owe us nothing. Candidates and consultants never pay for our services.
- PROJECT PROFESSIONALS** Seasoned contract employees for interim professional and expert consulting needs. Our project professionals average greater than 10 years experience.

Specialties

- FINANCE & ACCOUNTING** Represented by our [First Option Financial](#) team.
- TECHNOLOGY (IT)** Represented by our [First Option Technology](#) team.

All of the members of our team are experienced professionals from the fields they represent. This ensures that we speak the business language of each field and properly relate to both our candidates' and clients' needs.

Clients

- | | |
|------------------------|----------------------|
| Taco Bell | Oakley |
| Disney | Diedrich Coffee |
| Golden State Water Co. | Hurley |
| LNR | K. Hovnanian Homes |
| Standard Pacific Homes | CKE Restaurants |
| Fluor Corporation | Anaheim Ducks |
| The Capital Group | Sole Technology |
| Conexant Systems | Edwards Lifesciences |
| Parker Hannifin | QLogic |

Guarantees

We personally meet and evaluate every candidate and consultant that we represent.

Not a single candidate-client connection will be initiated unless we truly believe it is the right fit for both.

We are confident you will be satisfied with every placement. If not, we will find you an acceptable replacement at no additional cost.

Growth Strategy

- Live our core values.
 - Recognize that referrals are our lifeblood.
 - Build long-term relationships in the business community.
 - Target growing communities that fit our business model.
- Copy. Paste. Repeat.

Core Values

- We care
- We treat people like human beings
- We believe integrity is not flexible



For more information on First Option, Inc., contact our headquarters at 949.553.8730.

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