

Enhancing Recruitment

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When asked what the most tangible result of becoming a recipient of the "SUCCESS" Award is, George Kovach, President of Venture One Construction, Inc., responded quickly. For the staff of Venture One, the award was a validation of hard work and dedication, and caused a great deal of pride and satisfaction. As a result, it served as a motivational tool to strive for even higher levels of performance. Recruitment of potential employees was another benefit. According to Mr. Kovach, the award "provided credibility for prospective applicants who were deciding which opportunities to pursue." Information about the award was placed on the company's Web site, creating a great first impression for people researching the company.

Venture One Construction, Inc., was started in May 1996. After various organizational and financial challenges that almost ended the company, in 2002 Mr. Kovach became the sole owner. In his quest to bring the company back to a successful path, Mr. Kovach had to face multiple challenges that even affected his personal

life. By strengthening client relationships, building employees' trust, setting the basis for a strong financial strategy, Mr. Kovach made Venture One Construction a winning brand for the region. Venture One's philosophy includes few simple, but very effective principles: honest and direct communication, sale of a solution, and determination to resolve.

With these principles in mind, Mr. Kovach has seen the company continue to grow. The personnel of Venture One Construction, apply "The Better Venture Process" and all the team members ask themselves: "How could this be done better and easier?" The formula is working.

When asked how the decision to pursue the SUCCESS Award happened, Mr. Kovach gave Greg Albanese much of the credit. Internally, Mr. Albanese did "an excellent job of pulling everything together." "We decided we would throw our success out there on the table and see how we stacked up against the competition," Mr. Kovach said.

According to Mr. Kovach, the process was time-consuming—six weeks to complete the entire submission—but not so cumbersome as to inhibit participation. "The process was comfortable but not easy." An additional benefit of preparing the submission was that it helped Venture One

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