



For Immediate Release:
December 1, 2009

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Colortree employees obtain career readiness certificate

National system helps with hiring and retention

Richmond, Va. - Colortree, Inc. of Virginia, a Richmond-based manufacturer and printer, announced today that 28 employees have achieved the WorkKeys® National Career Readiness Certificate. WorkKeys is a national system that assists companies in identifying specific basic skills required for each job. When employers ask for the National Career Readiness Certificate for jobs in their workplace, they tap into the most qualified labor pool available. The following employees have achieved the National Career Readiness Certificate:

- John Brooks
- Scott Brown
- David Chastain
- Welton Christian
- Donald Coles
- Terry Crouch
- Antonio Daniel
- Darien Ferguson
- William "Mike" Garbett
- Henry "Trey" Goodwin III
- Guy "Jon" Haalboom Jr.
- Charles "Ted" Hairfield Jr.
- Jason Hall
- Douglas Hoover
- Winston Kirby
- Loy Lem
- Lester "Wayne" Marshall
- Charlie Nash
- Raymond Payne
- Mac Pennell Jr
- Byron Pleasants
- Toan T. Truong
- Garland Sale
- Tonya D. Scruggs
- David Sluder
- Gregory Smith
- Sim Sum
- Ronald White

The National Career Readiness Certificate verifies to employers anywhere in the United States that an individual has essential core employability skills in Reading, Math, and Locating Information. ACT has researched over 16,000 occupations, and these three skills are highly important to the majority of jobs in the workplace. The Certificate is an easily understood and nationally recognized credential that certifies the attainment of these workplace skills. It is signed by Virginia Governor Tim Kaine.

“With our input, WorkKeys used a computerized process to analyze specific jobs at Colortree and develop job profiles, which are used to assess present and future workforce needs and help with employee retention and hiring,” said Dennis Whitcomb, president, Colortree. “With WorkKeys we know we have a qualified workforce ready to meet today’s challenges.”

Colortree specializes in producing direct mail envelopes, featuring High Definition envelopes – sheetfed four color process, die-cut and fold envelopes featuring brilliant colors and evocative images. Established in 1988, Colortree is located in Richmond, Virginia and produces over a billion envelopes per year. For more information, visit www.colortree.com.

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