



**FOR IMMEDIATE RELEASE:**

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## **CALERIS ADDS 275<sup>TH</sup> JOB IN RURAL IOWA; HELPING CONTRIBUTE TO INSOURCING OF AMERICAN WORKFORCE**

### **BPO Provider Caleris Serves as Example for Companies Joining Trend of Insourcing in the US on Heels of White House Forum**

**DES MOINES, Iowa – (Jan. 11, 2011)** – Caleris, a leading business process outsourcing (BPO) provider with rural America delivery locations, announced today that it has reached a combined 275 employees at its three rural Iowa locations based in Jefferson, Manning and Newton. This news follows on the heels of President Obama and Vice President Biden hosting the "Insourcing of American Jobs" forum at the White House today. Caleris' unprecedented growth over the past few years is directly attributable to a growing trend of clients realizing that a high quality of service to their customers requires a friendly and knowledgeable American workforce.

"We have felt from our very beginning that outsourcing to the rural US versus overseas was not only a great business model, but important to the US economy as a whole," said Sheldon Ohringer, co-founder of Caleris. "The President's forum is showcasing the growing trend of more companies making the same decision we have, which is to focus on creating jobs here in the US. We have been able to create 275 US jobs while growing organically because we offer organizations a great value with a qualified workforce, short call times, and the reduction of cultural barriers between caller and employee."

President Obama and Vice President Biden will be hosting the "Insourcing American Jobs" forum at the White House. As part of the forum, the President will discuss with business leaders and experts the advantages to locating in the US. After the meeting, the President will speak to a group including government and private sector leaders involved in encouraging companies to insource to the US. Also that day, Cabinet officials will host panel discussions with businesses and experts on insourcing in America.

**About Caleris**

Headquartered in West Des Moines, Iowa, Caleris operates exclusively from three Iowa customer support centers in the communities of Manning, Jefferson, and Newton. The company specializes in delivering inbound support services including technical support, customer care, corporate helpdesk, product support and Internet helpdesk. Caleris serves clients in varying industries, ranging from consumer electronics manufacturers to insurance companies. In addition to contact services, Caleris provides user-generated content moderation for social media websites. For more information visit [www.caleris.com](http://www.caleris.com) or call 515-331-0560.

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