



press room

Corporate Developments & Alliances



**FOR IMMEDIATE RELEASE**

## **HERSHA HOSPITALITY MANAGEMENT SELECTS ERC's SELECTECH® WORKFORCE MANAGEMENT RECRUITING SOLUTION**

### **Additional services also to be provided**

**Norwalk, CT. --- (December 7, 2006)** -- ERC Dataplus, Inc., a leading provider of recruiting software solutions, announced today that Hersha Hospitality Management, LP, one of the country's most successful managers of hotel properties, has selected its Selectech Workforce Management System to support their recruiting and employee selection process. In addition, ERC will also implement its ARGOS® Multirater Performance System for use with Hersha's existing employees.

"We are extremely pleased to have been selected by Hersha Hospitality Management as the vehicle to support attracting, hiring, and retaining the workforce it wants to support its growth," said Paul Rathblott, CEO of ERC Dataplus.

Hersha's Vice President of Human Resources, Jeffrey Wade, said, "I have known of ERC capabilities from previous experience and their Selectech Workforce Management system is perfect for helping us attract and retain the best talent. The fact that ERC offers complimentary services, such as performance management and development applications, plus its ability to configure and customize its solutions to our needs, were the principal factors in our selecting ERC for this important enhancement to Hersha's HR infrastructure. We are extremely pleased by the results to date. In the past fourteen days, using Selectech has allowed us to pre-qualify over 200 job seekers, hire 14, with an additional 12 offers in process. The system has reduced a lot of the administrative burden with the staffing process and allowed us to reduce the time-to-hire from between 15 and 20 days before Selectech was implemented to 7 days now."

"Finding ERC as a solution provider was a stroke of good fortune," said Sal Shahriar, Executive President of Operations. "Having a system that can grow as we grow was of paramount importance in our selecting ERC's Selectech Workforce Management solution."

### **About Hersha Hospitality Management**

Hersha Hospitality Management provides turnkey hotel management and asset management for properties with leading brand affiliations through Marriot, Hilton, Starwood and Intercontinental. A highly experienced team is accustomed to serving as a fiduciary to publicly reporting companies, joint ventures, institutional real estate owners and private investors. Hersha consistently provide market share premiums, satisfied guests and superior returns to our customers.

Hersha Hospitality Management maintains a deep tradition as an owner-operator by exceeding customer expectations and carefully managing operating costs. Nonetheless, Hersha has invested heavily in people, technology, processes and internal controls to increase revenues, reduce costs and improve efficiency.

Hersha Hospitality Management currently provides asset management services for 14 properties and hotel

management services to over 50 upscale and mid-scale hotels in the most valuable markets in the nation including Boston, Hartford, New York City, New Jersey, Philadelphia, and metro Washington D.C.

To learn more about Hersha services, please call Naveen Kakarla at (215) 238-1046, extension 412.

### **About ERC Dataplus**

ERC Dataplus delivers Web-based HR management solutions that help organizations optimize their workforces. Since 1993, ERC has enabled leading financial service firms, call centers, retailers, hospitality organizations and Fortune 2000 companies to automate and enhance their employee recruitment, selection, development and retention.

ERC's comprehensive recruiting solutions help manage the entire hiring process from applicant attraction, pre-qualification, assessment and interview coordination through on-boarding. In addition to saving time and reducing administrative burdens associated with both non-exempt and exempt employee recruiting, ERC solutions improve the quality and quantity of qualified candidates, reduce turnover, fill openings more quickly and provide analytics that allow organizations to better manage and measure all hiring-related activities.

ERC also offers post-hire HR technology through its performance management and multirater assessment applications, talent inventory management, and employee surveys (new hire, exit and climate surveys).

ERC's applications are modular in design and easy to use allowing clients to select what they need, when they need it. To learn more about ERC and its portfolio of cost effective staffing solutions visit [www.ercdataplus.com](http://www.ercdataplus.com) or call 1-888-ERC-CORP (372-2677).

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