



Promotion

CEO Engineers Company's Success

The Building and Growing of an Award-Winning National Company

Being a woman in a man's world might get you noticed, but in the competitive staffing industry, it takes talent and tenacity to go the distance.

Fran Dichner, president, owner and CEO of R&L Associates, Inc. and the Aries Group, has demonstrated these attributes by being instrumental in the growth of a local "Mom and Pop" business into an award-winning, national company.

Dichner has supplied the vision and set the course for her company, which specializes in providing temporary, temp-to-hire and direct staffing in the areas of administrative support, accounting, software sales and marketing as well as in the specialized area of providing contract engineers and designers to the more traditionally male-dominated industries of aerospace, defense and medical devices.

Deeply Rooted and Growing Strong

As the owner of a second generation, woman-owned business, Dichner continues the proud legacy of running a company which was originally established in 1974 as a state-certified SOMBA business by Renee Dichner. After receiving her bachelor's degree in education, Fran started her career in banking and finance, progressed to corporate training with *Fortune* 100 companies such as Fidelity, and ended up in recruiting at R&L Associates, Inc. Dichner's main responsibilities as a CEO are business development, strategic planning and management.

In 2000, the Aries Group was added to R&L Associates, bringing the company national. This contract engineering division experienced a tremendous average growth rate of 31 percent in each of its first five years. The collective strengths and talents of the Aries team members — their ability to be talent finders, problem solvers and subject experts working in full partnership with their clients' engineering and human resources departments — contributed to the growth.

Today, with revenues exceeding \$15 million, R&L Associates, Inc., along with the Aries Group, is a far cry from the small, local business Fran took over. Under Dichner's leadership, the company has become a well established, well recognized and well

respected agency, serving local and national clients with the support of 30 in-house and 175 field professionals.

Relationships to Results

R&L Associates and the Aries Group pride themselves on the relationships they build with their clients.

"Our focus on relationship building, our in-depth experience and our commitment to results are the reasons we consistently exceed our clients' expectations," states Dichner. "Resolving our clients' most pressing personnel dilemmas and taking care of their needs is our specialty. Our clients know we can be depended upon to provide them with the best of the best, talent wise."

Ensuring Success

Fran Dichner has worked hard to build and grow a company whose focus is on old fashioned values, honesty, integrity and hard work. Additionally, a focus on philanthropy, charitable endeavors and community service is an important element of the corporate culture Fran has created.

The numerous recognitions received by R&L Associates and the Aries Group place them in an elite group of staffing agencies. When asked about her vision of the future, Dichner replies, "I am committed to the continued growth of this company while upholding the standards of excellence that have contributed to its success."



Fran Dichner
President, Owner and CEO of R&L Associates, Inc. and the Aries Group

Ranked among the nation's fastest growing, private staffing firms

— Staffing Industry Analyst

Named one of the Largest Woman-Led Businesses

— Boston Business Journal

One of the Top 50 Women-Led Businesses in Massachusetts

— Babson College/Commonwealth Institute

Top 10 Recruiting Firm

— Boston Women's Business

Strong, Smart and Bold Award

— Girls, Inc.



Fran Dichner, North of Boston Business Woman of the Year

— Daily Item of Lynn/G.E./Eastern Bank

Woman of the Year

— North Shore Women in Business

Fran Dichner, National Stevie Award for Mentoring



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