**FOR IMMEDIATE RELEASE**

 **Media Contact:**
WENDI BROWN **or** KARLEE BECKSTEAD

PRESIDENT/CEO MARKETING MANAGER
wendi@wbcpinc.com karlee@wbcpinc.com

866-929-WBCP (9227) 866-929-WBCP (9227)

**WBCP INC. PARTNERS WITH THE NATIONAL ASSOCIATION OF COUNTIES AND SAN DIEGO COUNTY TO REVOLUTIONIZE PUBLIC SECTOR RECRUITING AND *SAVE TAXPAYER DOLLARS*!**

**San Diego, CA – February 7, 2025 – WBCP,** a premier executive recruitment and HR consulting firm specializing in the public sector, has been awarded an exclusive national cooperative agreement through the National Association of Counties (NACo) Public Promise Procurement (PPP) program. In collaboration with San Diego County as the Lead Public Agency, this groundbreaking partnership allows public agencies nationwide to satisfy the traditional RFP process and gain immediate access to WBCP’s best-in-class recruitment and consulting services. This streamlined approach ensures faster hiring, full regulatory compliance, and significant taxpayer savings.

**A Game-Changer for Public Sector Recruiting Practices**

The public sector faces an unprecedented hiring crisis due to increasing retirements, shifting workforce expectations, and talent competition. This partnership provides a powerful solution by offering:

* **Faster Hiring Timelines –** Cutting recruitment cycles by three months.
* **Cost Savings –** Eliminating the administrative and legal costs associated with RFPs, saving agencies and taxpayers thousands of dollars.
* **Guaranteed Compliance –** Ensuring transparency and adherence to all procurement regulations.
* **Flexible Recruitment Solutions –** Tailored services to meet agency needs and budgets, including full-service executive searches and partial search support.
* **Proven, Trusted Expertise –** Backed by a reputation as one of the most reliable public sector recruitment firms in the nation.

**Why WBCP?**

With over two decades of experience, WBCP has successfully placed top leadership roles in cities, counties, utilities, special districts, joint powers authorities, and nonprofits nationwide. Unlike traditional recruiters, WBCP employs a dynamic approach that includes targeted outreach, customized marketing campaigns, and competency-based assessments to attract and retain high-caliber talent.

“Public sector hiring presents unique challenges that require specialized expertise,” said Wendi Brown, President of WBCP. “Through this PPP/NACo agreement, we’re thrilled to provide public sector agencies across the country a seamless, fully compliant, and highly effective hiring solution that delivers top-tier talent quickly and efficiently.”

"San Diego County is proud to serve as the Lead Public Agency for this agreement with WBCP," said Sean Behan, Chief Departmental Operations at San Diego County. "Public agencies across the country can now access high-quality recruitment services without duplicating the time-intensive procurement process."

"NACo Public Promise Procurement is proud to partner with WBCP and San Diego County, providing public agencies a streamlined path to top-tier recruitment services," said Paul Terragno, Chief Operating Officer at NACo PPP. "This competitively bid agreement eliminates procurement complexities, allowing agencies to fill critical roles faster and more efficiently."

**How Public Agencies Can Get Started**

Accessing WBCP’s recruitment services through this PPP/NACo agreement is simple:

1. Register with NACo: <https://wbcpinc.com/naco/registration/>
2. Review and sign the Agreement
3. Connect with a WBCP Advisor to sign a contract and customize a recruitment strategy.

**For more information, visit** [**https://wbcpinc.com/naco/**](https://wbcpinc.com/naco/)**, email hrsolutions@wbcpinc.com, or call 866.929.WBCP (9227).**

**About WBCP**

WBCP is a leading executive recruitment and HR consulting firm specializing in the public sector. With a national reputation for excellence, WBCP provides innovative, cost-effective hiring solutions that help government agencies attract and retain top talent. [**www.wbcpinc.com**](https://www.wbcpinc.com/).

**About NACo Public Promise Procurement**

NACo’s Public Promise Procurement program offers a cooperative purchasing platform designed to streamline procurement for public agencies, ensuring cost-effective access to high-quality services and solutions. [**www.naco.org/PPP**](https://www.naco.org/page/public-promise-procurement).

**About San Diego County**

San Diego County serves as a model of innovation and efficiency in public administration, supporting initiatives that enhance public sector operations nationwide. [**www.sandiegocounty.gov**](https://www.sandiegocounty.gov/).

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