



**Gerstco Announces New Web Service  
for Scheduling and Documenting Affirmative Action  
Program Efforts**

**FOR IMMEDIATE RELEASE**

CONTACT: Katie Lockyer  
800-700-0937  
408-973-1366 ext. 210  
katie@gerstco.com

**Cupertino, California – September 14, 2010 – Gerstco, Inc.**, a business specializing in Affirmative Action Planning, Consulting and Software, announced the introduction of AAPCalendarBase™, a new web-based service dedicated to scheduling and documenting Affirmative Action Program efforts.

Employers that meet certain employment and federal contract thresholds must comply with Affirmative Action laws including Executive Order 11246, The Rehabilitation Act of 1973, and the Vietnam Era Veterans Act of 1974, and their regulatory requirements. AAP requirements for compliance with these regulations include recruiting and hiring actions, community outreach activities, employee communications, management training, and internal auditing and reporting of AAP performance.

Federal Contractors might find managing all of these program elements a challenge, especially in this environment of lean HR staffing. In addition, the Office of Federal Contract Compliance Programs (OFCCP) has refocused its AAP audit emphasis from evaluating the effectiveness of written documents to performance-based measurements that can more likely assess the full implementation of the total Affirmative Action Program.

AAPCalendarBase was designed to assist federal contractors with documenting, reporting, and communicating all facets of their AAP program. An Interview process guides Calendar authors through the scheduling process by asking easy to answer questions. As questions are answered, AAPCalendarBase builds a detailed Calendar with all active program events scheduled on appropriate days and times. Authors can also easily add custom events or edit the calendar at any time.

“We developed this web-based application to give federal contractors a more structured way to plan and document complete Affirmative Action Program actions,” said Sylvia Gerst, President of Gerstco.

To test drive or learn more about AAPCalendarBase, please visit our website at [www.gerstco.com](http://www.gerstco.com)

**About Gerstco, Inc.**

Gerstco is a leading national Affirmative Action planning and consulting firm, delivering expert service and software to U.S. federal contractors who are required to prepare and maintain equal employment opportunity (EEO) and affirmative action program (AAP) plans. Gerstco’s planning and consulting practice focuses on the development and implementation of technically compliant, fully operational, Affirmative Action Programs for federal contractors.

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