

Business Spotlight

Creative Water Solutions



At a small business, titles don't always tell the whole story. Just ask Gina Chavez, Vice President of Operations at Creative Waters Solutions, LLC, which offers natural water conditioning products for residential pools and spas.

"When we first got started, we each wore lots and lots of hats," says Chavez, noting that she and her colleagues had to be "Jacks and Jills of all trades."

For years, one of those trades was packaging the company's products for shipping.

"Allan [Schwartz, Sales Manager] and I would assemble and package the products ourselves," says Chavez.

But as orders began pouring in, it became clear Chavez and Schwartz needed help.

"I was talking about our need with a colleague, and he mentioned Lifeworks," remembers Chavez. "He connected me with Jean Grossman [a Lifeworks employment consultant], who came to our site to analyze our needs and recommend a solution."

That solution — hiring two to three Lifeworks clients to come in once each week to package the company's product — worked well for a while. But then, business boomed. In response, the clients added a day to their work week. When business boomed again, two additional clients were hired to meet the demand.

"Lifeworks has been incredibly responsive to our ever-changing needs," says Chavez. "For a small business with a somewhat unpredictable workflow, it has been a real comfort to know that we have a flexible staffing option to count on."

Recently, two Lifeworks clients were hired to work on a data-entry project. Chavez says she expects to see more Lifeworks faces at the office as Creative Water Solutions grows.

"Our future plans for the company include Lifeworks," she says. "We have a wonderful workforce that provides quality

service at a cost that really works for a small company. The clients who work here get a lot of job satisfaction out of what they're doing. Hiring people with disabilities is a win for everyone involved."

