






# Manpower Historical Timeline

It is 1948, and attorneys and business partners, Elmer Winter and Aaron Scheinfeld, are under a tight deadline to finish a legal brief. Finding themselves in need of supplemental administrative employees, they discover there are no companies to provide this service. As a result, Manpower is born...

## 1940s

<p><b>1948</b> Manpower established</p>		<p>Manpower is founded in Milwaukee, Wisconsin USA by attorneys Elmer Winter and Aaron Scheinfeld. The first offices were located in Milwaukee and Chicago, Illinois.</p>
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## 1950s

<p><b>1952</b> Manpower expands its operations throughout the United States</p>		<p>Manpower expands its operations in the United States to include locations in Minneapolis, Cleveland, Cincinnati, New York, Pittsburgh and Boston.</p>
<p><b>1953</b> Manpower US launches the Manpower Foundation</p>		<p>Manpower launches the Manpower Foundation, which is dedicated to supporting job training and education initiatives in the United States, and is still active today.</p>
<p><b>1954</b> First franchise opened</p>		<p>Manpower continues expanding in the United States by offering franchise business opportunities in addition to company owned branch offices.</p>
<p><b>1956</b> First international office opened</p>		<p>Manpower becomes an international company, opening offices in Montreal and Toronto, Canada.</p>



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**1956** Manpower establishes operations in the UK



Manpower expands into Europe by establishing operations in the U.K. Manpower now operates its EMEA (Europe, Middle East & Africa) region with offices in Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Israel, Italy, Kazakhstan, Latvia, Lithuania, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, South Africa, Spain, Switzerland, Sweden, Turkey, Ukraine and the U.K.

**1957** Manpower establishes operations in France



Manpower establishes operations in France, which has grown to become the company's largest national market. Today, Manpower France & Region includes operations in France, Guadeloupe, Luxembourg, Martinique, Monaco, Morocco, New Caledonia, Reunion, and Tunisia.

**1958** Salespower is created



Salespower, a division of Manpower, is established in Chicago, Illinois, USA under Aaron Scheinfeld. Salespower provides salesmen, demonstrators, telephone merchandisers, comparison shoppers, product samplers, survey takers, and interviewers.

## 1960s

**1960** Manpower's Associates Program is established



Manpower's Associates Program allows for an existing service business to open a Manpower branch office in conjunction with the existing business, and over time build up to a full-fledged franchise operation.



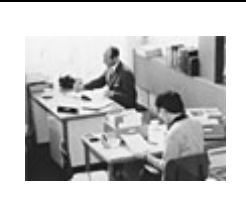
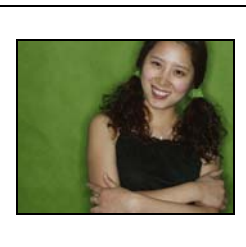


**1960** The book, *A Complete Guide to Making a Public Stock Offering* by Elmer Winter is published



Elmer Winter conducts a significant amount of research prior to Manpower's public stock offering. As a result of this research, the Prentice-Hall Company publishes his book, which experts hail as a useful and authoritative treatment on the subject.








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<p><b>1962</b></p> <p><b>Manpower Employment Outlook Survey launches in the U.S. &amp; Canada</b></p>		<p>Manpower launches the Manpower Employment Outlook Survey, a quarterly forecast of employment intentions across regions and sectors, in the United States and Canada.</p>
<p><b>1963</b></p> <p><b>Manpower introduces the “White Glove Girl” campaign</b></p>		<p>During a time when women were uncommon in the workplace, Manpower introduces its “White Glove Girl” marketing campaign, which provides women with a bridge to employment.</p>
<p><b>1963</b></p> <p><b>Manpower expands into South America</b></p>		<p>In 1963, Manpower begins operations in South America by opening an office in Chile. Today, Manpower has operations in Argentina, Bolivia, Brazil, Colombia, Chile, Ecuador, Paraguay, Peru, Uruguay and Venezuela.</p>
<p><b>1964</b></p> <p><b>Youthpower, a non-profit staffing service for America's youth, is established</b></p>		<p>In an effort to find high school and college students summer jobs, Manpower starts Youthpower, in which student volunteers work with local companies to find jobs for other students in the U.S. In 1966, Manpower receives a certificate of appreciation for the program from United States President Lyndon Johnson.</p>
<p><b>1964</b></p> <p><b>Manpower establishes operations in Asia</b></p>		<p>Manpower enters the Asia Pacific region by establishing offices in Hong Kong. Today, Manpower has operations in Australia, China (PRC), Hong Kong, India, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan and Thailand.</p>
<p><b>1967</b></p> <p><b>Manpower stock is publicly traded on the NYSE</b></p>		<p>Manpower becomes a public company with an initial public offering on the New York Stock Exchange (NYSE) under the ticker: MAN.</p>



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<b>1967</b>	<b>Development of MIDAS (Manpower Integrated Data Assimilation System)</b>		Manpower introduces MIDAS, an innovative computer and communications system that provided a centralized payroll and billing system, while providing branch offices to manage payroll locally.
<b>1968</b>	<b>Manpower Sweden forms Vikarbyråforeningen</b>		Manpower Sweden forms Vikarbyråforeningen, the first national organization for temporary staffing companies.
<b>1968</b>	<b>Manpower Technical established</b>		Manpower recognizes a demand for temporary employees in fields outside of the traditional office, clerical and industrial arenas. A new division, Manpower Technical, is established to specialize in areas such as engineering, drafting, and entry-level IT staffing. This represents Manpower's launch into the business of staffing degreed professionals.
<b>1969</b>	<b>Manpower establishes operations in Central America</b>		Manpower establishes its Central American operations in Mexico. Today, Manpower operates in Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, and Panama.
<b>1969</b>	<b>Elmer Winter introduces the "Conscience of Manpower" philosophy</b>		Company founder Elmer Winter introduces the "Conscience of Manpower," a corporate philosophy that recognizes the company's people as its greatest asset and encourages equal treatment.

## 1970s

<b>1972</b>	<b>Mitchell Fromstein named to Board of Directors</b>		Mitchell Fromstein is named to the Board of Directors for Manpower Inc. Four years later, he is named President & CEO, where he would remain for 23 years until his retirement in 1999.
<b>1973</b>	<b>Manpower moves into its new International Headquarters</b>		After 25 years of business, Manpower moves its International Headquarters to a suburb of Milwaukee, Wisconsin. The company was located at this facility until September 2007, when the company moved back to downtown Milwaukee to a new consolidated headquarters.



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<b>1974</b>	<b>Manpower derives more than 50% of revenue from its offices outside the United States</b>		In fiscal 1974, Manpower for the first time derives more than 50% of its revenues and net earnings from offices outside the United States.
<b>1976</b>	<b>Manpower sold to the Parker Pen Company</b>		Elmer Winter retires and sells Manpower to the Parker Pen Company in Janesville, Wisconsin, USA. Manpower eventually emerged independent of Parker Pen in 1986.
<b>1976</b>	<b>Mitchell Fromstein named President and CEO</b>		Upon Elmer Winter's retirement, Mitchell Fromstein joins Manpower as President and CEO. He will serve in this capacity for the next 23 years.
<b>1976</b>	<b>Manpower introduces its industry leading Predictable Performance System</b>		Manpower's proprietary process of interviewing, testing and training workers and matching them to jobs for which they are well suited is formed into a comprehensive system named the Predictable Performance System. This system later becomes the basis for Manpower's ISO 9000 quality program.

## 1980s


<b>1982</b>	<b>Manpower introduces Skillware training software</b>		Seeing the need to train workers on new office automation systems and software, Manpower develops and introduces Skillware. Today, Manpower has trained over 7 million people worldwide using Skillware, including our temporary and staff employees, as well as the employees of more than 75 of the Fortune 100 companies.
<b>1985</b>	<b>Manpower has over 1000 offices worldwide</b>		Manpower surpasses 1000 offices worldwide.



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1986	Elmer Winter receives Founder's Award from the US National Association of Temporary Help Services		Manpower Co-founder and past President, Elmer Winter, receives the Founder's Award from the US National Association of Temporary Help Services. A posthumous Founder's Award is also given to Manpower Co-founder and past Chairman of the Board, Aaron Scheinfeld.
1986	Manpower emerges independent of Parker Pen		Manpower emerges independent of the Parker Pen company, and Manpower Inc. shares are listed and traded on the New York Stock Exchange under the symbol: MN.
1987	Manpower introduces Ultradex™, a validated battery of tests to determine a candidate's aptitude for industrial work		After more than three years in development, Manpower introduces Ultradex™, which is still the only system of tests in the employment services industry designed to determine an applicant's quality work ethic, attention to detail, ability to follow verbal and written instructions, speed and dexterity, and skills and abilities in performing job tasks related to industrial assignments. These tests assure that Manpower temporary employees will enjoy their jobs and have the right skills to be successful.
1987	Manpower acquires Brook Street Bureau		Manpower acquires Brook Street Bureau, a U.K. firm with a focus on the supply of permanent, temporary and contract staff to office, secretarial and light industrial positions. This acquisition represents Manpower's launch into the business of permanent staffing.
1987	Worldwide sales surpass \$1 billion		Manpower Inc. worldwide sales surpass \$1 billion.
1987	Manpower acquired by Blue Arrow PLC		Blue Arrow PLC, Britain's largest employment services company, acquires Manpower, a company seven times its size.

1990s

1991	UK Offices achieve ISO registration		Using the Predictable Performance System as its basis, Manpower begins the process of registering all of its operations to ISO 9000 standards. The U.K. is the first country to complete this process.
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1991	<b>Manpower emerges independent of Blue Arrow</b>		Mitchell Fromstein, along with additional investors, reorganizes and reestablishes Manpower independent of Blue Arrow PLC.
1994	<b>International Headquarters and Canadian Headquarters achieve ISO registration</b>		Manpower's International Headquarters and Canadian Headquarters achieve ISO 9000 registration. By this time other Manpower operations around the globe have achieved ISO registration as well.
1994	<b>Manpower has over 2000 offices and sales surpass \$5 billion</b>		Manpower's continues to expand its global footprint, with over 2000 offices worldwide and sales of more than \$5 billion.
1994	<b>Manpower France launches L'Institute Manpower</b>		France launches L'Institute Manpower, which brings together sociologists, economists, business leaders, independent labor market experts and thought leaders to discuss changes in the world of work. The Institute develops and presents studies to anticipate, comprehend and explain labor market and employment developments and their stakes.
1995	<b>Manpower begins offering outsourcing solutions to its clients</b>		Responding to client demand, Manpower begins to offer HR and process management outsourcing services on a limited basis. This was expanded to a service line across countries in 2003, and became a formal business unit, Manpower Business Solutions, in 2004.
1996	<b>Manpower U.S. joins the Welfare to Work Partnership's board of directors</b>		Manpower U.S. joins the Welfare to Work initiative, a non-profit organization that educates and encourages businesses to hire and retain former welfare recipients. In 2002, Manpower's program was featured at an exclusive event hosted by United States President Bush at the White House.
1996	<b>Manpower launches TechTrack™, computer based training for IT specialists</b>		To help IT contractors gain new skills in the rapidly changing world of technology, Manpower creates TechTrack™, computer-based training for IT professionals. TechTrack also helps Manpower maintain a highly qualified pool of candidates for IT assignments.



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<p><b>1996</b></p> <p><b>Manpower has operations in more than 40 countries</b></p>		<p>Manpower Inc. has operations in more than 40 countries.</p>
<p><b>1998</b></p> <p><b>Manpower sponsors the World Cup football (soccer) tournament in France</b></p>		<p>As a sponsor/supplier of the 1998 World Cup football (soccer) tournament in France, Manpower hires and trains people for every World Cup-related job, from the site managers who have overall responsibility for operations at each World Cup venue to the more than 12,000 volunteers.</p>
<p><b>1998</b></p> <p><b>Manpower launches the Global Learning Center</b></p>		<p>Manpower creates the Global Learning Center (GLC) to deliver computer-based training via the Internet to its global workforce. An ever-expanding library of administrative and computer training courses is available online to Manpower temporary employees and contractors in nine languages through the GLC, which provides them with greater ability to improve their skills and advance their careers.</p>
<p><b>1998</b></p> <p><b>Manpower has 3000 offices in more than 50 countries with sales of more than \$10 billion</b></p>		<p>The Manpower network continues to expand, with the company adding 1000 offices and doubling its sales in only four years. At this time, the company has a presence in 50 countries around the world.</p>
<p><b>1999</b></p> <p><b>Mitchell Fromstein retires, Jeffrey Joerres is promoted to President and CEO, and John Walter is named Chairman</b></p>		<p>Mitchell Fromstein retires as President, CEO, and Chairman of the Board of Directors. Mr. Fromstein is named Chairman Emeritus, Jeffrey Joerres is named President and CEO, a promotion from his previous position as Senior Vice President of European Operations and Global Account Management and Development. John Walter, retired president and COO of AT&amp;T, is named non-executive Chairman of the Board.</p>
<p><b>1999</b></p> <p><b>Manpower Professional brand is launched in the U.S. and Canada</b></p>		<p>The former Manpower Technical division is rebranded within the U.S. and Canada as Manpower Professional to reflect the expanded range of professional staffing services provided to customers in IT, Engineering, Telecommunications, Finance, Scientific and other Professional areas.</p>



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**1999** Manpower U.S. launches its TechReach initiative



Manpower launches TechReach in cities across the U.S., which is a program that provides underemployed people with intensive training, technical certification, continuous skill upgrades, mentoring and positions with employers within their community.

2000s

**2000** Manpower UK launches its CSR initiative Working Links



In order to integrate disadvantaged people into the workforce with refined skills, Manpower UK joins with JobCentre Plus and Cap Gemini Ernst & Young to form a unique public/private sector joint venture company, Working Links. The innovative CSR initiative invests significant time and money to help jobseekers overcome the many different barriers they face in finding work.

**2000** Manpower acquires Elan Group, Ltd.



Manpower acquires Elan Group Ltd., one of the largest independent IT staffing firms in Europe, and plans to merge its IT staffing operations across Europe under the Elan brand. This merger will create a dynamic force for pan-European leadership in the IT staffing industry.

**2000** Manpower forms The Empower Group to provide global consulting services



Manpower forms The Empower Group to provide organizational performance consulting services to multi-national corporations worldwide. Developed through a combination of acquisitions, alliances and organic growth, the Empower Group was eventually dissolved into Right Management after that company's acquisition in 2004.

**2000** Manpower Sweden launches the nation's first job board



Manpower Sweden is the first staffing company in the country to have a job board, which is now the largest private Web site in Sweden.

**2001** Manpower Argentina is the number one human resources company



Manpower Argentina is chosen as the number one human resources company in the nation, according to a survey carried out by Total Argentina Consultants agency and *Mercade Magazine*.



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2001	<b>Jeff Joerres is named Chairman of the Board</b>		Jeffrey A. Joerres, president and CEO of Manpower Inc. was given the additional title of Chairman of the Board at the annual shareholder meeting on May 1st. John Walter, who was non-executive Chairman since April of 1999, remains on the Manpower Inc. board of directors.
2001	<b>Manpower Mexico launches its CSR initiative called Caminemos Juntos (walking together)</b>		Manpower Mexico launches an innovative CSR initiative called Caminemos Juntos (Walking Together) to bring job opportunities to disabled people, in partnership with Mexico's Secretary of Labor, non-government organizations (NGOs), interested companies and educational institutions. Through this program, Manpower selects and recruits disabled staff to work in different companies at no charge to the company.
2001	<b>Manpower acquires Jefferson Wells International</b>		Manpower acquires Jefferson Wells International, Inc., a rapidly growing professional services provider of internal audit, accounting, technology and tax services, for \$174 million in July of 2001. The firm is based in Milwaukee, Wisconsin and has offices throughout the U.S. and Canada.
2001	<b>Manpower introduces X-border Connections Web site in Europe</b>		The launch of Manpower's X-border Connections Web site allows EU jobseekers to find positions abroad.
2002	<b>Manpower sponsors the Business Leadership Network Summit in Washington D.C.</b>		Manpower sponsors the Business Leadership Network Summit, an annual meeting with the US Department of Labor Office of Disability Employment Policy, which gathered 150 businesses from across the United States to discuss best practices for employing people with disabilities and develop new strategies to advance the initiative.
2003	<b>Manpower Employment Outlook Survey is expanded globally</b>		Manpower expands its quarterly survey of employment intentions, the Manpower Employment Outlook Survey, to 18 countries across Asia Pacific, Europe and North America.
2003	<b>Manpower partners with the U.S. Department of Labor</b>		Manpower and the U.S. Department of Labor's Employment & Training Administration form a national business partnership to leverage the ability to reach unemployed and underemployed individuals.



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<p><b>2003</b></p>	<p><b>Manpower is honored with awards for its commitment to workforce development initiatives</b></p>		<p>In 2003, Manpower is honored with three awards for the company's commitment to workforce development: the New Freedom Initiative Award from the U.S. Department of Labor, the Employer of the Year Award from the Association of Person's in Supported Employment (APSE) and one of the Top 10 Most Military-Friendly Employers by <i>G.I. Magazine</i>.</p>
<p><b>2003</b></p>	<p><b>Manpower surpasses 4,000 offices worldwide</b></p>		<p>Manpower's network expands to more than 4,000 offices around the world.</p>
<p><b>2004</b></p>	<p><b>Manpower begins the global expansion of its permanent placement services</b></p>	 <p>Brook Street Bureau PLC</p>	<p>Labor market deregulation around the world allows Manpower to expand its permanent placement service offering globally. The services were first offered by Manpower in 1987, with the acquisition of Brook Street Bureau in the UK.</p>
<p><b>2004</b></p>	<p><b>Manpower acquires Right Management Consultants</b></p>		<p>Manpower acquires Right Management, the world's largest career transition and organizational consulting firm, for approximately \$488 million in January of 2004. The firm is headquartered in Philadelphia and serves clients through a global network of 300 service locations in 35 countries and via the internet.</p>
<p><b>2004</b></p>	<p><b>Jefferson Wells begins European operations, opening an office in the UK</b></p>		<p>Jefferson Wells International, Manpower's financial services subsidiary, began operations in Europe in 2004, opening an office in London.</p>
<p><b>2004</b></p>	<p><b>Manpower Mexico establishes the Manpower Foundation</b></p>		<p>Manpower Mexico launches the Manpower Foundation to support programs aimed to help improve employability.</p>
<p><b>2004</b></p>	<p><b>Manpower develops its Talent Value Management solution</b></p>		<p>Manpower introduces Talent Value Management (TVM), a new systematic approach for optimizing a workforce's potential, aligning talent more closely with strategy, improving company performance, and enhancing value for shareholders.</p>
<p><b>2004</b></p>	<p><b>Manpower Greece staffs the Olympic Games in Athens</b></p>		<p>Manpower Greece provides workers for many areas of the Olympic Games in Athens, Greece, experiencing record revenues and placements for the year.</p>



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2005	<b>Manpower opens international partnership office in Shanghai, China</b>		Manpower establishes a first-of-its kind international partnership office with the Chinese government to develop human resources strategies and infrastructure to support the nation's rapidly expanding workforce.
2005	<b>Manpower India acquires three divisions of ABC Consultants</b>		Manpower India's acquisition of three divisions of ABC Consultants, the nation's leading professional executive recruitment firm, doubles Manpower's presence in India and emerges as the clear market leader for permanent placement services.
2005	<b>Worldwide sales surpass \$15 billion</b>		Manpower Inc. worldwide sales surpass \$15 billion.
2006	<b>Manpower launches its new brand identity, logo</b>		For the first time in Manpower's 58 year history, the company undertakes a global re-branding, emerging as a leader in the employment services industry and an expert in what's now and what's next in the world of work.
2006	<b>Manpower Employment Outlook Survey expands to 27 countries &amp; territories</b>		The Manpower Employment Outlook Survey is re-branded along with the company. To date, the survey has expanded to 32 countries & territories, and grown to be the cornerstone of Manpower's respected library of research.
2007	<b>Manpower moves into its new consolidated world headquarters</b>		In September 2007, Manpower moved back to downtown Milwaukee to a new consolidated headquarters. About 900 employees are located at this new facility.
2008	<b>Manpower establishes operations in the Middle East</b>		In January 2008, Manpower acquires Clendon Parker Middle East, making Manpower Middle East the clear market leader for employment services in the region, with operations in United Arab Emirates, Bahrain, Kuwait, Qatar and Saudi Arabia. To date, Manpower has operations in 80 countries and territories



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2008	<b>Manpower acquires Vitae and CRI</b>		In March 2008, Manpower acquires Vitae, a leading professional placement firm with 10 locations in the Netherlands, and CRI, a leading recruitment process outsourcing service provider headquartered in Los Angeles.
2008	<b>Manpower celebrates 60 years</b>		In November 2008, Manpower celebrates six decades of helping organizations and individuals win in the world of work. Since 1948, Manpower has grown into a \$22 billion global employment services corporation under the stewardship of just three chief executives – co-founder Elmer Winter, Mitchell Fromstein and current CEO Jeff Joerres.
2009	<b>Launch of MyPath</b>		In January 2009, Manpower launches MyPath, a community-driven online career management experience that helps professionals define their career goals through state-of-the-art assessments, expert advice and a personalized community of mentors, to strengthen its offerings to clients.
2009	<b>Manpower begins operations in Vietnam</b>		In February 2009, Manpower becomes the first 100 percent foreign-invested employment services company to enter Vietnam. With the addition of its Vietnamese operation, Manpower now has operations in 82 countries and more than 4,400 offices worldwide.