

# ARIZONA

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## Living the Dream



DIVERSIFIED HUMAN RESOURCES

Brian Lesk, president of  
Diversified Human Resources

When Brian Lesk gets ready for work in the morning, he looks in the mirror and can't help but laugh. "I'm the luckiest guy in the world," he says. "I'm in a dream."

The dream Lesk lives is running his own employee leasing business with partner Dan Wheeler. Lesk is president and Wheeler is director of operations of Diversified Human Resources. After starting the business in late 1996, they grew it to just over \$100 million in revenues in 1998 and project more than \$200 million in 1999. "We've just started to grow," Lesk says.

Lesk has an ambitious goal to transform this fledgling enterprise into a billion-dollar company within the next four years. In the meantime, he expects DHR will be Arizona's largest employee leasing company by the year 2000.

Expansion is part of the game plan at DHR. In addition to a Scottsdale home office and a Tucson facility, the company opened another office in Scottsdale and a Las Vegas branch in January and plans to open offices in Los Angeles, San Diego and San Francisco the first quart of this year.

DHR is a professional employer organization (PEO) that hires other companies' employees and leases them back while also administering those organizations' human resources (HR) functions. DHR's services fall under five broad categories: HR administration, payroll, benefits, claims management and risk management. It targets primarily small business.

Lesk attributes part of DHR's success to customization of services. "When I started this company, I looked at other PEOs and the services they provided and most had one or two areas of expertise," Lesk says. "I set out to develop a company that had the highest expertise in many areas. That way, we can go to each individual client and create a program that meets their needs."

Success also comes from what Lesk describes as "a very delicate mixture of people, processes and being able to service the customer. Our philosophy is, 'Whatever It Takes.' I have a dedicated group of employees that will do whatever it takes."

In future, Lesk expects PEOs to expand services and merge or form strategic alliances with insurance companies and banks.