

October 14, 2013 8:00AM

## HR firm takes on new name and two divisions

By [Stacy Wescoe](#)



Jill Jarrett, right and senior designer Lauren Costar in front of Jarrett Designs LLC in Emmaus.

The name myHR Partner Inc. may be new, but the faces behind it are not. The hireVision Group Inc. changed its name and launched itself as a new brand Oct. 7.

President and founder Tina Hamilton said the change was needed to reflect the 10-year-old company's growth from an outsourced hiring agency to a full-service human resources company.

"While hiring is still a part of what we do, it is no longer all we do," Hamilton said. "And so, it's time for a new brand that more closely identifies who we are."

hireVision will continue to exist as the parent company of two new distinct businesses – myHRPartner Inc. and myLink Hotline Services.

myHR DirectLink is the entity that handles the services that hireVision was always best known for. That service enables the company to act as a client's total HR department or work in tandem with an existing department to manage HR functions on a contract basis.

myLink is a hotline service geared for academic institutions to offer fast answers, resolve basic issues and relieve overburdened faculty and staff.

"There are other hotline services that have been in business for a long time. The difference with us is that we're HR people, not just a call center. We're experts in the human element," Hamilton said.

myHRPartner Inc. and myLink Hotline Services are at 7540 Windsor Drive, Allentown.

For more information, visit [www.myhrpartnerinc.com](http://www.myhrpartnerinc.com).

A grand opening is scheduled for Oct. 18 at Jarrett Design LLC, a new business in Emmaus that specializes in kitchen and bathroom design and cabinetry sales. The store also sells custom and reproduction furniture.

Jill Jarrett is the owner and designer and has two other designers. With the expansion into her Emmaus store, she's bringing on a third designer as well.

"I've been in business since 2006 and was able to run it out of my home until about a year or so ago. We needed to move just because we were growing," she said "We wanted somewhere where we could meet with clients and show them things."

Being very familiar with downtown Emmaus, she had been keeping an eye on the building at 312 Main St., and when it became available, she "snatched it up."

Jarrett said she thinks she has the right spot. She said the borough is getting a strong reputation for home design, and many of her vendors already have stores there.

For more information, visit [www.jarrettdesignllc.com](http://www.jarrettdesignllc.com).

The Nazareth Bath Area Chamber of Commerce recently held a grand opening for a new gift shop in Palmer Township.

Unique Home Treasures store specializes in consignment décor sales and buys and sells decorative items for the home. Items range from wreaths and country collectibles to antique furniture.

The store is at 484 S. Nulton Ave., Palmer Township. For more information, call 610-258-5453.

The Greater Lehigh Valley Chamber of Commerce held a grand opening Oct. 14 for Hobby Lobby in Trexlertown.

Hobby Lobby, founded in Oklahoma in 1972, has 561 stores across the nation carrying more than 67,000 crafting and home décor products.

The store is at 7150 Hamilton Blvd., Suite 2, in the Trexlertown Shopping Center.

**[www.LVB.com](http://www.LVB.com)**