#### UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, DC 20549

#### FORM 8-K

#### **CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): May 28, 2015

### GENERAL EMPLOYMENT ENTERPRISES,

#### INC

(Exact name of registrant as specified in its charter)

Illinois	1-05707	36-6097429
(State or other jurisdiction of	(Commission File Number)	(I.R.S. Employer
incorporation or organization)		Identification Number)
184 Shuman Blvd., Ste. 42	20, Naperville, Illinois	60563
(Address of principal	executive offices)	(Zip Code)
Re	gistrant's telephone number, including are	a code: <u>(630) 954-0400</u>
Check the appropriate box below if the the following provisions:	Form 8-K filing is intended to simultaneou	sly satisfy the filing obligation of the registrant unde

any of

□ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

□ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

□ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

□ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

#### Item 7.01 Regulation FD Disclosure.

The Company will present at the SeeThruEquity Annual Microcap Investor Conference on Thursday, May 28th at 3:00 P.M. Eastern Time. The one-day event will host a select group of microcap companies at the Convene Grand Central Conference Center at 101 Park Avenue in New York City. SeeThruEquity ("STE") is an equity research and corporate access firm focused on companies with less than \$1 billion in market capitalization. STE is approved to contribute research to Thomson Reuters One (First Call), CapitalIQ, FactSet, and Zacks, and distribute its research to its database of opt-in investors. Mr. Dewan and Mr. Norstrud will be available for one-on-one meetings during the conference.

#### Item 9.01 Financial Statements and Exhibits.

Exhibit No.	Description
99.1	Press release issued by General Employment Enterprises, Inc. dated May 21, 2015.
99.2	PowerPoint presentation by General Employment Enterprises, Inc. dated May 28, 2015.

#### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

#### GENERAL EMPLOYMENT ENTERPRISES, INC. (Registrant)

Date: May 28, 2015

By: <u>/s/ Andrew J. Norstrud</u>

Andrew J. Norstrud Chief Financial Officer

#### General Employment Enterprises, Inc. to Present at the SeeThruEquity Annual Microcap Investor Conference in New York City

#### Management Will Outline Growth Strategy and Conduct One-on-One meetings On May 28th at Convene Grand Central

NAPERVILLE, IL / May 21, 2015 / General Employment Enterprises, Inc. (NYSE MKT: JOB), ("General Employment" or "the Company"), a professional staffing and solutions provider is slated to present at the SeeThruEquity Annual Microcap Investor Conference on Thursday, May 28th at 3:00 P.M. Eastern Time. The one-day event will host a select group of microcap companies at the Convene Grand Central Conference Center at 101 Park Avenue in New York City. SeeThruEquity ("STE") is an equity research and corporate access firm focused on companies with less than \$1 billion in market capitalization. STE is approved to contribute research to Thomson Reuters One (First Call), CapitalIQ, FactSet, and Zacks, and distribute its research to its database of opt-in investors. Company research estimates are also contributed to Thomson Estimates, the leading estimates platform on Wall Street.

In discussing the SeeThruEquity conference, Chairman and CEO Derek Dewan stated, "We are delighted to be invited to present an update on the Company's business operations and our growth strategy at the conference this year. Together with our management team and our committed employees, we plan to increase General Employment's presence in the staffing market, deliver outstanding customer service and significantly increase revenue and profitability. As we carry out the Company's expansion strategy, which includes accelerated organic growth and making strategic acquisitions, we will particularly focus on our growth in the higher-margin, higher-demand information technology, engineering and other professional services, in addition to the healthcare vertical that we recently entered with the Scribe Solutions acquisition."

#### About General Employment Enterprises, Inc.

General Employment Enterprises, Inc. (the "Company") was incorporated in the State of Illinois in 1962, is a provider of specialized staffing solutions and is the successor to employment offices doing business since 1893. The Company operates in two industry segments, providing professional staffing services and solutions, and light industrial staffing services through the names of General Employment, Ashley Ellis, Triad and Omni-One. Also, in the healthcare sector, General Employment through its Scribe Solutions brand staffs medical scribes who assist physicians in emergency departments of hospitals and in medical practices by providing required documentation for patient care in connection with electronic medical records (EMR).

#### **Forward-Looking Statements**

In addition to historical information, this press release contains statements relating to the Company's future results (including certain projections and business trends) that are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Act of 1934, as amended, (the "Exchange Act"), and are subject to the "safe harbor" created by those sections. The statements made in this press release that are not historical facts are forward-looking statements that are predictive in nature and depend upon or refer to future events. Such forward-looking statements often contain or are prefaced by words such as "will", "may", "plans", "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential," "intends," "suggests," "appears," "seeks," or variations of such words or similar words and expressions. Forward-looking statements are not guarantees of future performance, are based on certain assumptions, and are subject to various known risks and uncertainties, many of which are beyond the Company's control, and cannot be predicted or quantified and consequently, as a result of a number of factors, the Company's actual results could differ materially from those expressed or implied by such forward-looking statements. Certain factors that might cause the Company's actual results to differ materially from those in the forward-looking statements include, without limitation: (i) the loss, default or bankruptcy of one or more customers; (ii) changes in general, regional, national or international economic conditions; (iii) an act of war or terrorism or cyber security breach that disrupts business; (iv) changes in the law and regulations; (v) the effect of liabilities and other claims asserted against the Company; (vi) changes in the size and nature of the Company's competition; (vii) the loss of one or more key executives; (viii) increased credit risk from customers; (ix) the Company's failure to grow internally or by acquisition or the failure to successfully integrate acquisitions; (x) the Company's failure to improve operating margins and realize cost efficiencies and economies of scale; (xi) the Company's failure to attract, hire and retain quality recruiters, account managers and salesmen; (xii) the Company's failure to recruit qualified candidates to place at customers for contract or full-time hire; and such other factors as set forth under the heading "Forward-Looking Statements" in the Company's annual reports on Form 10-K, its quarterly reports on Form 10-Q and in the Company's other filings with the Securities and Exchange Commission (SEC). More detailed information about the Company and the risk factors that may affect the realization of forwardlooking statements is set forth in the Company's filings with the SEC. Investors and security holders are urged to read these documents free of charge on the SEC's web site at http://www.sec.gov. The Company is under no obligation to (and expressly disclaims any such obligation to) and does not intend to publicly update, revise or alter its forward-looking statements whether as a result of new information, future events or otherwise.

#### **Contact:**

General Employment Enterprises, Inc. Andrew J. Norstrud, 813-803-8275 invest@genp.com SOURCE: General Employment Enterprises, Inc.

# **G** General Employment Enterprises

#### **Employing America since 1893**

SEE THRU EQUITY CONFERENCE INVESTOR PRESENTATION MAY 28, 2015 NYSE: JOB



### **Forward-Looking Statements**

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 as amended, including statements regarding the business of the Company and its industry generally, business strategy, anticipated future financial performance and prospects. All statements in this presentation other than those setting forth strictly historical information are forwardlooking statements. These statements are based on the Company's estimates, projections, beliefs and assumptions and are not guarantees of future performance. The Company makes no assurances that estimates or projections of revenues, gross profit, gross margin, SG&A, EBITDA, adjusted non-GAAP EBITDA, adjusted non-GAAP operating income or loss, adjusted non-GAAP net earnings or loss, operating income or loss, net income or loss, operating cash flow, and other financial metrics will be achieved. These forward-looking statements are subject to various risks and uncertainties, which may cause actual results to differ materially from the forward-looking statements. Factors that could cause or contribute to such differences include actual demand for our services, our ability to attract and retain qualified recruiters, account managers and staffing consultants, our ability to remain competitive in obtaining and retaining staffing clients, the availability of gualified temporary and permanent placement personnel, our ability to manage growth including making and integrating strategic acquisitions, our ability to access capital to fund operations, working capital, capital expenditures and acquisitions, satisfactory performance of our enterprisewide information systems and such other risk factors detailed in our periodic filings with the SEC including Form 10-K, Form 10-Q and all other filings. The Company disclaims any obligation to update these forward-looking statements except as required by law.

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# **Non-GAAP Financial Measures**

To supplement the Company's consolidated financial statements presented on a GAAP basis, the Company discloses non-GAAP Pro forma adjusted EBITDA, non-GAAP Pro forma adjusted Income (Loss) from Operations, non-GAAP adjusted Income (loss) from Operations, non-GAAP Working Capital, non-GAAP Current Ratio, non-GAAP Shareholders' Equity and non-GAAP Debt to Equity Ratio because management uses these supplemental non-GAAP financial measures to evaluate performance period over period, to analyze the underlying trends in its business, to establish operational goals, to provide additional measures of operating performance, including using the information for internal planning relating to the Company's ability to meet debt service, make capital expenditures and provide working capital needs. In addition, the Company believes investors already use these non-GAAP measures to monitor the Company's performance. Pro forma Non-GAAP Adjusted EBITDA is defined by the Company as Pro-forma net earnings or loss before interest, taxes, depreciation and amortization (EBITDA) adjusted for the non-cash changes in value of derivative liability related to the conversion option on its convertible debt, plus non-cash stock-based compensation. EBITDA, Pro-forma Adjusted EBITDA, non-GAAP Pro-forma Adjusted Income (Loss) from Operations, non-GAAP Adjusted Income (Loss) from Operations, non-GAAP Working Capital, non-GAAP Current Ratio, non-GAAP Shareholders' Equity and non-GAAP Debt to Equity Ratio are not terms defined by GAAP and, as a result, the Company's measure of those non-GAAP measures and metrics might not be comparable to similarly titled measures and metrics used by other companies. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flow that either excludes or includes amounts that are not normally included in the most directly comparable measure calculated and presented in accordance with GAAP. The non-GAAP measures discussed above, however, should be considered in addition to, and not as a substitute for, or superior to net income or net loss as reported for GAAP on the Consolidated Statements of Income, cash and cash flows as reported for GAAP on the Consolidated Statement of Cash Flows or other measures of financial performance prepared in accordance with GAAP, and as reflected on the Form 10-O filed for the respective periods. Reconciliation of all non-GAAP Measures are set forth in supplemental schedules to this presentation.

# **Company Overview**



NYSE: JOB

General Employment Enterprises

# **Key Information**

Headquarters	Naperville, Illinois
Year End	9/30
Symbol	NYSE: JOB
Recent Price 5/22/15	\$.90
Market Capitalization 5/22/15	\$26.10 million
S-3 Universal Shelf Filed	\$75.00 million
Public Float as of 5/22/15	29 million Common shares
Transfer Agent	Continental Stock Transfer & Trust Co

Source: Yahoo Finance 5/21/15, Form 10-Q for 03/31/15.

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Growth Markets	<ul> <li>Well-positioned in high growth segments of staffing: IT, Healthcare, Accounting, Engineering &amp; Manufacturing</li> <li>"Made in America" renaissance</li> </ul>
Tail End of	<ul> <li>Strengthened management, operations team, and</li></ul>
Turnaround	Board <li>Fortified balance sheet to support growth</li> <li>Rationalized expenses &amp; reduced SG&amp;A</li>
New Proven CEO Coming On Board	<ul> <li>Former CEO of global public staffing solutions company MPS Group (NYSE:MPS); \$ 2.2 billion revenue</li> <li>IPO in 1994; Fortune 1000 and S&amp;P Mid-Cap 400</li> <li>MPS Group sold for \$1.3 billon in 2009 to Adecco</li> </ul>
Clear Growth	<ul> <li>Organic growth in existing markets through enhanced</li></ul>
Strategy	service offerings and focus on the fastest growing sectors <li>Expand geographic footprint into new markets</li> <li>Strategic acquisitions of higher margin businesses</li> <li>Scalable platform &amp; solid infrastructure for expansion</li>

# **Final Phase of Turnaround**

# We Are Here

1893 - 2001	2001 - 2012	2013 - 2014	2015 - Beyond
Rich Legacy	Period of Decline	Turnaround	Growth
Rich history dating back to 1893 First publicly traded staffing company; on NYSE/ Amex over 50 years Thrived under strong leadership	Business adversely affected by death of long-time CEO in 2001 Inexperienced and new management led to decline in business Loss of resiliency; impact of recession	New management Enhanced board Improved technology platform Rationalized expenses Improved financial reporting	Organic growth Acquisition growth Drive enhanced profitability
		Secured competitive financing	
		Preserved listing	

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## **US Staffing Industry Overview**

**Large Fragmented Market:** \$139 billion domestic industry for combined temporary staffing and place and search for 2015, 6% growth over 2014 with over 32,000 US-based staffing companies providing services per Staffing Industry Analysts (SIA) Forecast

- Estimated that 46% of U.S. businesses will use temp staffing in 2015, up from 43% in 2014 according to Career Builder Survey
- G Temp penetration rate >2% (highest ever) of total nonfarm employment (BLS)
- **Growing Market:** US staffing industry will likely add the most jobs of any other industry over the next decade (SIA)
- In the 5 years post recession, US staffing firms created more new jobs than any other industry; approximately 10% of the net increase in nonfarm employment in 2014 consisted of temporary help/contract workers (SIA)
- Following the 1990-1991 and 2001 recessions, the net increase was < 5% (SIA)</li>
- Higher share of job growth made up of temporary staffing since the 2007-2009 recession provides evidence of a secular shift toward the use of contingent labor

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#### At Confluence of Powerful Supply and Buy-Side Forces

### SUPPLY

Shift in attitude: Preference of flexible work hours

**Necessity**: Higher unemployment; part-time work

**Pay/benefits**: At times, pay is higher than full-time; portability of benefits

**Technology:** Easier to "port" skills to new employer; MSP & VMS to manage temp labor

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### DEMAND

Efficiency: Variable cost structure

Just- in- time labor: More companies using mix of permanent and temp

> **'Made in America' renaissance**: Requires higher skilled labor

Economic and regulatory uncertainties: financial liability, healthcare reform

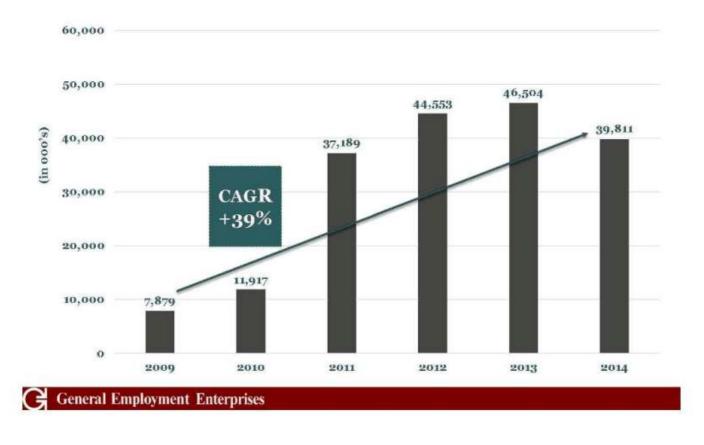
# Revenue Mix (per Form 10K)

### 2014 Revenue By Business Segment



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# 39% Revenue CAGR Since 2009 (per Form 10K)



# **Specialized Brand Strategy**

### Professional Staffing/Direct Hire



Information Technology

Accounting, IT, Engineering

Engineering, Manufacturing

#### Industrial Staffing/Commercial Staffing

TRIAD Personnel

Light Industrial/Clerical

**Skilled** Trades

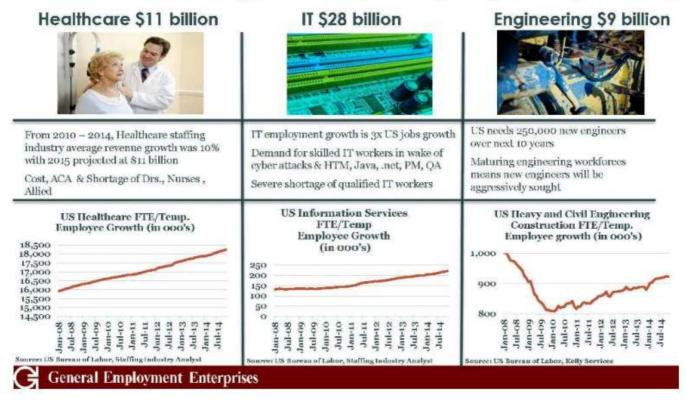
### **Office Locations**





# **Focused On Growth Sectors**

### Professional Staffing Services (Est. 2015 Temp. Staffing Mkt. Size)





### **Information Technology Staffing Market**



#### Source: Staffing Industry Analysts

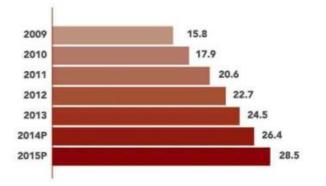


# **IT Staffing Continues to Grow**

Projected growth in IT sector in 2015:



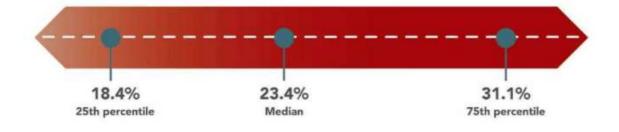
#### US temporary staffing market size (\$billion): IT segment



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## **IT Staffing & Gross Margin**

# How much is a typical IT gross margin?





### Professional Staffing Sector Industry Estimates 2015

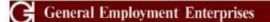


Source: Staffing Industry Analysts



### **Industrial Staffing Sector Growth**





# **Industrial Staffing Sector Capabilities**

Warehouse Support	<ul><li>"E" commerce</li><li>Logistics</li></ul>
Just-in- Time Labor	<ul><li>Mfg. &amp; Production</li><li>Construction Support</li></ul>
Skilled Trades	<ul> <li>HVAC, Electricians</li> <li>Plumbers, Carpenters</li> </ul>



### **Healthcare Staffing Segments/Opportunities**



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# **Acquisition of Scribe Solutions**

- Health Care Staffing Acquisition closed 4/1/15
- Scribe provides Emergency Rooms (ER) & Physician Practices with highly trained medical scribes for personal assistant work in connection with electronic medical records (EMR)
  - Scribe recruits, qualifies, hires and trains all resources
- Demand driven by:
  - Over crowded ER & Dr. waiting rooms, EMR issues
  - Rising cost of patient care, ICD 9 & 10, ACA, RCM
  - Increased burden of documentation and clerical work



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### **Proven New CEO**

- Derek Dewan joined General Employment 4/1/15 as the Company's CEO upon completion of Scribe acquisition
- Mr. Dewan was previously Chairman and CEO of MPS Group, Inc. (NYSE:MPS) and predecessor AccuStaff Incorporated, a multi-billion global Fortune 1000 staffing provider
- MPS Group grew organically and through acquisition into an international professional human capital solutions and staffing provider with a vast network of offices in the United States, Canada, the United Kingdom, Continental Europe, Asia and Australia
- Successful IPO in 1994, \$10.50 price surged to \$240; follow-on stock offerings of \$110 million and \$370 million; \$500 million bank revolver
- In 2009, Mr. Dewan was instrumental in the sale of MPS Group to the largest staffing company in the world, Adecco Group, for \$1.3 billion

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### **Experienced Core Management**

Andrew J. Norstrud, CFO – Mr. Norstrud will transition back into the position of Chief Financial Officer upon completion of Scribe acquisition. He started with General Employment in March 2013 as CFO and brings significant experience with public companies in the areas of financial reporting, restructuring for profitability and growth, acquisitions, and technology. He is a CPA and was formerly with PricewaterhouseCoopers (PwC) and Grant Thornton.

**Deborah Santora-Tuohy, President of Staffing** –Mrs. Santora-Tuohy has been with the Light Industrial Division for over 23 years, and was recently promoted to President of the Staffing Division to focus on internal expansion outside of Ohio and increasing profitability.

**Branch Level Managers** – Our offices are operated by long tenured managers that have spent more than 10 years with General Employment, with our longest tenured manager at 45 years and continues to operate a profitable location in Columbus, Ohio.



# **Financial Overview**





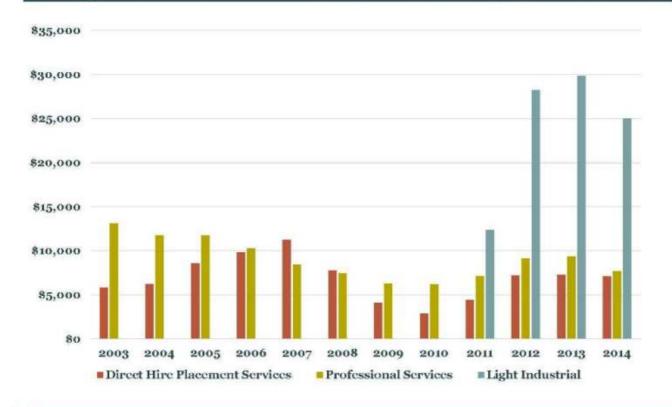
# **Margin Profile**

	Light Industrial	Professional Services	Direct Hire Placement
% of Revenues	66%	19%	15%
Gross Margin	11.35%	30.35%	100%
Target Gross Margin Range	12.5% – 16.5%	31.5% - 33.5%	100%

\*All figures as of 3/31/15 as reflected on Form 10Q

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# Segment Revenue (in 000's) (per Form 10K)



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#### **Pro-Forma Unaudited Non- GAAP Balance Sheet Highlights & Metrics**

Pro-forma as of 03/31/15 (\$ in 000 except metrics ; see footnote below)

Cash & cash equivalents	\$ 1,109
Accounts receivable, net	\$ 6,194
Net working capital	\$ 1,370
Total debt outstanding	\$ 6,685
Stockholders' equity	\$11,335
Days sales outstanding est. (DSO)	52
Current ratio	1.20
Quick ratio	1.09
Debt to equity ratio	.60

Pro-forma Balance Sheet Highlights & Metrics include pro-forma adjustments for Unaudited Pro-forma Combined Balance Sheet for General Employment & Scribe Solutions as of 3/31/15 and exclusion of convertible sub-debt & derivative liabilities since the holder converted on 5/15/15.

Please refer to recent SEC Filings on Form 10Q for 3/31/15, Form 8K filed 5/18/15 and use of Non-GAAP Measures Statement in this presentation.

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#### **Unaudited Projected Post-Acquisition** 12 Month Pro-Forma Income Statement

The Pro-forma Projections are "FORWARD LOOKING STATEMENTS"	in therands PROJECTED PROFORM	
NET REVENUES:		
Contract staffing services	\$	36,780
Direct hire placement services		7,50
NET REVENUES		44,281
Cost of contract services GROSS PROFIT		28,853 15,430
Selling, general and administrative expenses		12,98
Amortization of intensible seven INCOME (LOSS) FROM OPERATIONS	_	42
Interest superna		51
Provision for income tax.		55
NET INCOME (LOSS)	5	96
RECONCILIATION OF UNAUDITED PRO FORMA NET INCOME (LOSS) TO NON-GAAP ADJUSTED EBITDA	PEO FORMA	
NET INCOME (LOSS)		96
ADDBACKS		
Amortization of intengible assets		42
Degrecistion		16
Interest copense		51
Stock compensation or amortization		20
Taxes		55
TOTAL ADDEACES		1,84

Certain non-GAAP measures such as pro-forma non-GAAP adjusted EBITDA are represented in the above unaudited pro-

PRO FORMA NON GAAP ADJUSTED EETTDA (6.4%)

forma presentation and such measures are not in accordance with GAAP. Please refer to statements titled "Non-GAAP Measures" and "Forward–Looking Statements" in this presentation and to recent SEC Filings on Forms 10K, 10Q, & 8K. Non-GAAP measures are not substitutes for GAAP financial information.

2,812

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### **Growth Strategy**





### **Strategic Organic Growth Opportunities**

Provide new, innovative & enhanced menu of professional service offerings to customers in existing markets and cross-sell multiple specialties - IT, Accounting, Engineering & Healthcare

Enter fastest growing markets by following customers and through geographic footprint expansion with a complete menu of service offerings

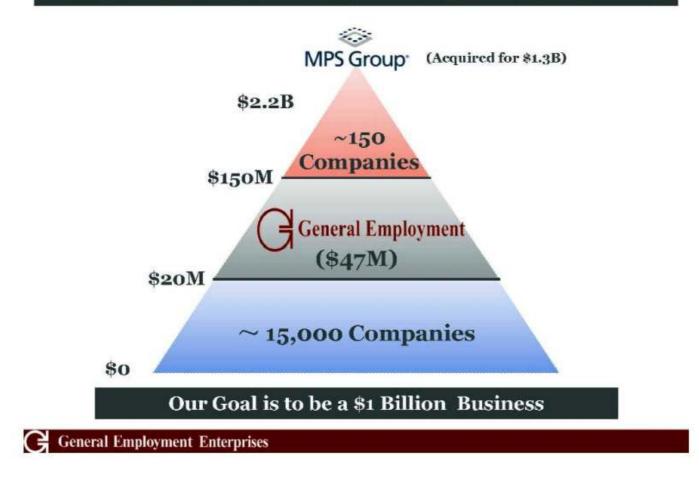
© Create national wholesale division for IT and aggressively pursue MSP & VMS accounts

© Capitalize on light industrial opportunities from shortage of blue collar workers & increased regulation

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#### Significant Consolidation Opportunity in Staffing Industry



### **External Growth Strategy Opportunities**

### **Strategic Acquisitions**

- Strengthen existing service offerings & enhance mkt. share
- Add complementary high growth services & specialties
- Add new client/business opportunities
- Expand into new geographies and markets
- Add new recruiting, sales & management talent

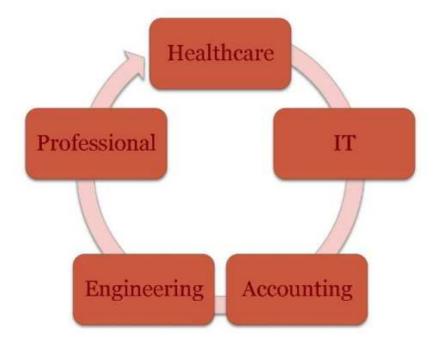
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## **Strategic Acquisitions Criteria**

- I High gross & EBITDA margin
- Accretive to earnings
- I Well managed with experienced operators
- I Limited enterprise risk and extensive due diligence
- Deriving commensurate with profitability & growth
- Consideration consists of cash, stock, seller & bank financing
- Earn-out possibility

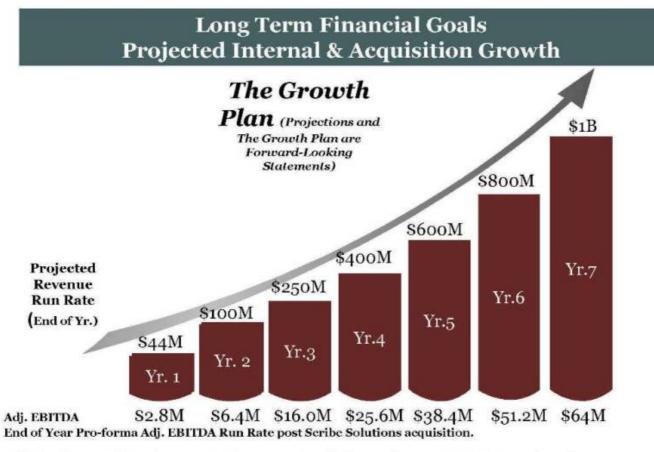
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# **Target Human Capital Acquisition Sectors**









\*Adj. Pro-forma EBITDA is a non-GAAP measure. See disclosures for non-GAAP & Forward-Looking Statements.

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### Contacts

#### **Corporate Headquarters**

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#### **Company Contacts**

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Andrew J. Norstrud, CFO Woodland Corporate Center 8270 Woodland Center Blvd. Tampa, FL 33614 P: 813.769.3580 E: andrew.norstrud@genp.com

#### Legal Counsel

Clint Gage - Partner Roetzel & Andress P: 954.759.2760 E: cgage@ralaw.com

#### Independent Auditor

Ron Frimmer, CPA- Partner Justin Van Fleet, CPA-Partner Friedman LLP 1700 Broadway Suite 23 New York, NY 10019 E: <u>rfrimmer@friedmanllp.com</u> E: jvanfleet@friedmanllp.com

For more information, please visit http://www.genp.com/

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### **Questions?**

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