



# STAFFING *INSIGHT*

A monthly newsletter from **International Staffing University**,  
a division of Seminars By The Sea

Vol. 5 Issue 2

FEBRUARY 2006

## Welcome to STAFFING *INSIGHT*!

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>> [FEBRUARY Savings!](#) <<

### IN THIS ISSUE

1. Has our Country "Gun" Wild?
2. Onsite Staffing Manager Course
3. Ask Cathy: Question of the Month
4. WHAT'S NEW AT ISU

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**Obtaining & Marketing a GSA**

### HAS OUR COUNTRY "GUN" WILD???

Jill Scott, an **Onsite Staffing Manager**, is providing Orientation for a new hire to work at her client (XYZ Corporation) site in Minnesota.

"Let me go over our company policies and procedures with you, Jamison. Do not bring a firearm to work – even with the intention of keeping it in your vehicle. To do so would be grounds for termination."

Jamison replies:

"But what about the new law passed last year? I think I am allowed to pack a weapon to protect myself."

Jill looks puzzled.

But in her research, she finds out that Jamison is correct.

Both Minnesota and Alaska have passed laws that permit employees to keep loaded guns in their vehicles on company premises. (Oklahoma also passed such a law, but it is currently on hold pending a court decision.)

And there are similar proposed bills and laws in Wisconsin and Florida, as well. The Florida bill would allow an employee to come to work "packing" (if the weapon is kept in their vehicle). An employer who attempted to ban such activity would face a third-degree penalty charge, punishable by up to 5 years in prison and a \$5,000 fine.

The National Rifle Association, a major sponsor of the Florida bill, is attempting to get such legislation passed in all 50 States.

The NRA argues that an employee should have the right to bear arms. And that a gun would give the worker the opportunity to protect themselves in case of violence or robbery.

According to the U.S. Bureau of Labor Statistics, in 2004,

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90 min  
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12:00 Noon PST  
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there were approximately 795 workplace assaults of which 50% were shootings. BLS statistics indicate that only 8% of the shootings were committed by a former/current employee. More than 50% were by robbers and the remainder by 'unknown sources'.

Okay, so those statistics might support the NRA argument...

But what about the other side?

The Society of Human Resource Management (SHRM) and Corporate America have great reservations about these bills.

What happens when a gun-toting individual 'goes off' or is fired? Another fear is that guns create tense work environments.

"A lot of people do not want to work with someone who has a gun in their car," he says. "Not to mention the managers who have to terminate that person." says Michael O'Brien, an employment attorney and head of Utah Chapter of SHRM.

There is also the need for companies to beef up security to protect against incidents of violence and potential lawsuits.

While most employers are against these bills, many fear going up against the mighty NRA.

Stay informed ... and ... stayed tuned.

Meanwhile, Jill Scott is thinking:

"Wow, there is a **lot to know** with in this job."

Is there ever!

What are you doing to train your Onsite Staffing Managers???

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**FYI: Onsite Staffing Managers**  
are currently responsible for managing  
more than **12%** of USA staffing revenues.

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**ONSITE STAFFING MANAGER TRAINING COURSE**

### **ONSITE STAFFING MANAGER CERTIFICATE PROGRAM**

The Onsite Staffing Manager is a KEY player for many a staffing organization today.

[2006 ISU Class Training Schedule](#)

With Vendor-On-Premise (VOP) and Vendor Management Services (VMS) becoming so popular with clients today, there is a growing need to hire and train competent people to manage these programs.

We developed this four-day intensive Certificate Training Program to help staffing companies provide 'best practices' training for their Onsite Staffing Managers.

The course has attracted staffing professionals from all parts of the USA and Canada and they take place at International Staffing University's campus in seaside Huntington Beach, California.

[ISU Training Classes](#)

MAJOR training topics include:

- Onsite Fundamentals and Coordination Functions
- Recruiting and Hiring
- Service Delivery
- Relationship Building
- Business Etiquette at the Client Site
- Meetings and Communication
- Contract Compliance
- Administration Functions

For more details on the Course Agenda, open the [Course Agenda PDF](#).

The student receives the [Onsite Staffing Manager's Toolkit & Reference Guide](#) to use in class and take home with them.

They are provided with an abundant supply of resources to assist them in their position and help assure success.

This course is taught by two veterans who combine more than 55 years of experience in the staffing industry:  
Cathy Vee and Annette Clancy

Class size is very limited so to secure seating, register early.

2006 Available Course Dates:

- April 24-27
- June 5-8
- August 7-10
- October 23-26
- December 4-7

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- **Multiple Student Discount:**  
25% off the registration fee of a second or third student!  
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- **Have a group to train?**

We can customize the program and deliver it at-your-site OR schedule a private class here at our campus. Call Jonathan Paul at (714) 960-5992 to discuss.

- **Cannot come to class?**  
Our 330 page Onsite Staffing Manager Toolkit is available for [Purchase](#).

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## ASK CATHY – Q: HOW DO I FILL ‘DIFFICULT’ JOB ORDERS / REQUISITIONS?

**Q:**

**It isn’t so hard to fill the well-paying interesting temporary and temp-to-hire job assignments. But do you have any ideas on how to fill the difficult (low paying, “boring”, bad location) job orders?**

**A:**

Yes, I do. And this is a subject I am passionate about.

**#1. Change your attitude about the job/assignment at hand.**

Because it doesn’t appeal to you does not mean it won’t be right for someone else. And there is something good about almost every job/assignment if you take the time to find it.

Years ago, when I was selling staffing, I came across a new client that gave me a job order for file clerks. The company was located in a ‘tough neighborhood’, the office furnishings/equipment were not up to date, and the jobs were paying about \$1.00 an hour under market rate. In my Q&A with the client, I asked:

***“Tell me what’s GREAT about working for ABC Fence Company?”***

She answered:

*“I have been with this company for 25 years and let me tell you what’s great about working here. For **one**, we pay 100% of the medical, dental and vision insurance for all employees, their spouses and dependents. **Two**, at year-end, each employee who has been with us for at least 12 months, receives a bonus of 5% of their salary. **Three**, we reimburse employee college tuition expense. **Four**, people can dress very casual here. Jeans, t-shirts, tennis shoes. **Five**, free lunch. We have a cafeteria here and lunch is free to employees.”*

Now I understood how these jobs could successfully be presented to the right candidates.

**#2: Know the client company and the advantages of working for them.**

**#3: Know the job and why it would be a “right fit” for the right person.**

**#4: Know the candidates and what’s important to them in a job.**

You need to focus on the “positives” of the job/assignment at hand and search for candidates that would like/fit those positives. And your presentation needs to highlight those ‘positives’ and include counterpoints to any negatives.

**Example:**

You to candidate:

*"Hi, Mary. Have I got a job opportunity for you! Remember you told me that you would love a job with great benefit coverage for you and your children? Let me tell you about an opportunity with ABC Fence Company ....."*

Candidate:

*"Isn't that an unsafe neighborhood?"*

You:

*"The company has security guards on premise and the parking lot is gated and locked."*

Do your homework and few jobs/assignments will be 'difficult' to fill. I hope these tips help.

Good Luck!  
Cathy Vee

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- Government Contracting for Staffing
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- How to Sell Service Sensitive, High Margin Staffing Clients – October 12

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- How To Sell LARGE Staffing Contract Accounts
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- Who The Devil Are We Sending On Assignment Now?
- Talent Marketing
- Staffing Government Contracts (8 CD Set)
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Division of Seminars By the Sea  
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Huntington Beach, CA 92648  
Toll Free: (877) 473-6732  
Phone: (714) 960-5992  
Fax: (714) 960-6563  
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### IN THIS ISSUE

### DIRECT & TEMP-TO-HIRE PLACEMENTS ARE **RED HOT** BUT EASE OF RECRUITING . . . **NOT**

1. **Direct & TTH *Hot* but Ease of Recruiting *Not***
2. **What's in a Title?**
3. **Ask JP: Question of the Month**
4. **What's New At ISU**

**A**fter several years of slow economic growth and reasonable ease of recruiting, in 2006 staffing professionals and corporate recruiters are again feeling the pain from their "standard recruiting efforts" NOT bringing in the talented candidates.

"2006 is the year when it is really going to hit home," says Gerry Crispin, recruitment consultant and co-founder of CareerXroads. Companies are suddenly going to discover there's a talent shortage when they can't find the people they need."

"(In the past) lazy recruiters could get by going through the résumés that came in from Monster or wherever. No more. Do that now and you've lost."

Last month, the USA unemployment rate dropped to 4.7% and the baby boomers are retiring. The big hunt is on for recruiters - both in staffing and corporate - to find creative ways to fill positions.

Our informal surveys have found that both temp-to-hire and direct hire placements are RED HOT. But once again, the scales are out of balance.

Recruiting has become TOUGH for many in the industry.

Are your staffing professionals and recruiters equipped with the 21<sup>st</sup> century training and creative techniques they need to source and sell the quantity and quality of candidates to fill client positions today and into the future? Or . . .

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**NEW**  
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Have you been leaving "money on the table" in unfilled orders equaling uncollected conversion and direct placement fees *because* you don't have the staff or know-how to effectively recruit and talent market candidates???  
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## ***Managing Very Large Staffing Contracts***

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Thursday, May 4,  
2006  
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If so, that's a problem because recruiting isn't going to get easier any time soon.

Whether temp-to-hire or direct placements are involved, staffing professionals and recruiters need top-flight sales, negotiating and recruiting skills to succeed in this increasingly competitive market.

We have developed a [Direct Hire Recruiter](#) course that is geared for both your rookies and seasoned people who want to learn best practices in recruitment and placement. And, unlike many other Recruiter courses, ours is not based on "hard core headhunting" techniques.

Our course is based on professional, ethical and candidate/customer-focused principles that result in a WIN for ALL - the staffing company, the recruiter, candidate and client.

We teach staffing professionals to "chop the wood and carry the water" and embrace the wonderful work at hand.

Seating is available for our March 27-28, 2006 class.

For information on this class, visit: [Direct Hire Recruiter Training](#) or look into the [Direct Hire Manual](#).

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## **WHAT'S IN A 'TITLE?' A GREAT DEAL WE SAY!**

A TITLE? . . . What does it *matter* what title we give someone?

I believe that titles do matter.

Over the 29 years that I have been involved in the industry (and especially as a consultant for the past 14), it has been interesting to see what a difference in attitude and performance that I have seen when staffing professionals have had a change in title.

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"A difference in attitude and performance  
with a change in title?"  
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For example, when branch "Director of First Impressions" changes his or her title from "Receptionist" to "Branch Administrator" - we often see elevation in the "ownership" that the individual takes in their work, as well as an

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improved connection and commitment to the staffing team.

The term “Coordinator” - whether referring to Staffing or Onsite - seems to have some limitations today, as well. After all, who in staffing simply coordinates anything anymore?

Staffing Specialist - Placement Specialist - Staffing Manager - Onsite Manager - Staffing Consultant - may be more appropriate for roles that people have within staffing organizations today.

“Profit Center Manager” (rather than Branch Manager) can help the individual in charge to *focus* on bottom line results.

[ISU Training Classes](#)

“Recruiter” is a title that I’ve given some thought to lately. It seems to have limitations.

I think that replacing recruiter with “Talent Manager” or “Talent Acquisition Manager” might increase focus on this vital position. After all, your recruiters have a major impact on the bottom line by planning for, attracting, acquiring and on boarding top-flight TALENT to meet your clients’ and staffing company’s needs.

Why not give them a title to support that charge?

What’s your take? I would appreciate hearing from you.

What titles do you use in your staffing company?

Let me know [cvee@istaffingu.com](mailto:cvee@istaffingu.com)

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## ASK JONATHAN PAUL (JP) –

### Q: I NEED A QUICK REVIEW OF MANAGEMENT BEST PRACTICES

**Q:**

**I own a staffing company. Sometimes I feel like I have tried every technique in the book to help my people to be more effective in their work. Have you got anything to say to “refresh” my approach?**

**A:**

Recently, I worked with a staffing company owner; part of our work together was to review management best practices. Here is the 'short' of what we covered.

The key for managers is to COMMUNICATE the vision, the annual goal, and the unique value of the staffing firm to the staff.

Communication implies a communicator, a receiver and a message. COMMUNICATION is a dynamic system that teaches, informs, mentors, and persuades - both sides of the

dynamic. One way communication from manager to team will result in miscommunication. Period.

For teams of people I have worked with I have found that setting and communicating a goal that is built upon a real executable plan, and monitoring the daily or weekly performance vs. the plan, works. The plan is rolled out, discussed and adopted by the team after they see how they can and will achieve it.

How is this done?

The manager must evaluate the current/past company or team performance patterns and details; the market opportunity; set specific growth goals; establish strategies that together result in achieving the goal; and identify the key action steps to achieve the strategies. Then, the manager must see to it that the actions are done every day. Oh, and by the way, if the manager can't figure how to achieve the plan, it will definitely be a leap of faith to assume that your team will figure it out...that is unless your team does figure it out after you give them the project of figuring it out. Wow, not a bad idea at all...

But, returning from my brief digression, it's not magic, its management discipline.

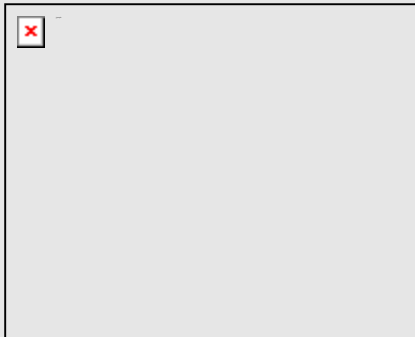
Here is an example: I want to grow 40% next year. This equals a specific revenue number. How will I grow? I look at current customer base, prospects (segments, geography, etc.), and product lines. I set up specific plans (strategies) to grow each one (after analyzing relevant past performance). Then I identify the actions needed to achieve each strategy.

After getting the team on board with the plan, I track daily JO and Recruiting performance through obtaining quick email summaries of the 5 most important accomplishments of each team member and observing daily activity reports in an Excel spreadsheet. I produce a graph of actual hours and revenue vs. goal every week/month. Then we chat. I run daily 10 min. morning meetings based on two essentials: job orders and recruiting.

That's it, that's my discipline. I have achieved consecutive years of not less than 40-50% growth.

And.....there is a lot more a manager can do to encourage achievement. I know because I get to listen to two even smarter staffing professionals on our team, Cathy Vee and Annette Clancy. Come to a class if you want to learn more...or chat with us via email.

Moral. Analyze past performance; create realistic growth goals; create strategies and supporting actions, monitor and keep the team fully involved. Do the discipline daily.



Thanks for 'listenin',  
Jonathan Paul and Cathy Vee

PS. Key roles of the manager: Focus, Energize and Support the team!

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- How To Sell LARGE Staffing Contract Accounts
- Customer Service Insanity
- Who The Devil Are We Sending On Assignment Now?
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### IN THIS ISSUE

1. No Way – Not Jane
2. “Why Criminal Background Checks?” STATS
3. Background Checks on Existing Employees?
4. WHAT’S NEW AT ISU

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**NEW Webinar:**

**Driving More Profits from Direct Hire &**

### No Way ... NOT Jane!!!

**A**n anyone looking for me on a Saturday ... unless I am on vacation, attending a family event or on the road training or consulting ... will generally find me hanging out with friends at a favorite social club of mine.

I have been attending this club for over 15 years now.

What a shock it was for me (several weeks ago) to witness the police walk into the club and take away in handcuffs the lovely, immaculately groomed lady who had been greeting me and taking my admission fee money for over 7 years.

“No way, NOT Jane.”

What was up?

She is alleged to have stolen money from the club. Actually, what she was doing was letting customers come in for a “discounted price” (paid directly to her).

This past Saturday, I was out there with friends and we were talking with the club’s chief security officer, JR.

“I’m so shocked about Jane.” I said.

JR knelt down to whisper in my ear:

“She had been warned ... twice.”

I said:

“JR, why do smart adults do such foolish things?”

He said: “She did something like this before at another company and spent seven years in prison for the crime.”

Are you thinking what I was thinking? You’d have to do a lot more than “something like this” to serve seven years in prison.

It took me several moments to recover from the shock of

## RPO Programs

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Thursday, June 1, 2006

12:00 PST

90-Minutes

\$229.00

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what JR said. My whisper had a power behind it:

“Whyyyyyyyyyy was she hired?”

His answer: “We didn’t start doing background checks here until 2000. She was hired in 1999.”

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I’ll tell you what. I went back to the office on Monday and told my associate, Jonathan Paul: “I want to beef up our background checks on new hires.”

What a wake up call!

Prior to the ‘Jane event’, we had been conducting background checks prior to hiring a new employee but frankly, not with consistency or tremendous vigor.

Over the 14 years that I have been consulting with 650+ staffing firms, I have seen more and more of our clients recognize the importance of safe hiring and extensive background checks.

But the staffing firm owners and executives who have been reluctant to implement stringent background checks site costs and *turnaround time*.

*“Our margins are too low already to incur add-on costs.”*

*“If we have to wait for the results of a background check, we might lose the candidate to other staffing firm or miss out on an ASAP placement.”*

But attitudes must change.

A negligent placement lawsuit can potentially destroy a staffing firm.

The average jury award for negligent hiring against a company is in the seven-figure category (\$1.6 million/2003).

Contrast that with \$25.00 you might spend per candidate in conducting a basic criminal background check.

What a bargain for an important degree of piece of mind!

Consider some interesting statistics relating to “Why Criminal Background Check?” (see below) ...

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**“WHY CRIMINAL BACKGROUND CHECK?” STATS**

**2006 ISU SUMMER  
SCHOOL  
June-August 2006**

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class and get  
Early Bird prices!**

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- 10% of job applicants who have been background checked have convictions
- 33% of employees admit to stealing a product or money from jobs they have had in the past 3 years
- 30% of business failures are directly related to employee theft
- 36% of applications are falsified
- \$1.6 million was the average (2003) jury award in a negligent hiring law suit
- Employers lose 79% of all negligent hiring suits filed
- 2 million workplace assaults and 6 million threats of violence occur in USA companies each year

(From Infolink and Employment Screening Resources)

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**"(Staffing) firms that do not screen are playing a game  
of Russian roulette with their future."**

Les Rosen, Employment Screening Resources  
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So much for staffing company owners and executives to deal with today!

Safe hiring practices in just one of the "best practices" subjects we will be addressing at our upcoming (Aug. 17-18)

Staffing Company Owner/Issues Conference & Retreat.

For information:

[http://www.istaffingu.com/OwnersIssues\\_PDF\\_file.pdf](http://www.istaffingu.com/OwnersIssues_PDF_file.pdf)

Check out all the great value-extras that we will be including for attendees this year.

Hope to see you there!

- Cathy Vee

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## BACKGROUND CHECKS ON EXISTING EMPLOYEES ?

The "Jane Event" (see above) got me wondering about something that, quite frankly, I did not have an answer for:

## Is it legal to background screen existing employees?

I did some research on this. And though I am in no position to give 'legal advice' nor am I attempting to do so herein, this is what well-respected employment attorney and President of *Employment Screening Resources*, **Les Rosen**, had to say on the subject:

*"There are two factors to consider in screening current employees--**legal** and **practical**.*

*It is perfectly legal to screen current employees as long as all of their rights are respected. A current employee is entitled to the same legal rights as a new applicant (and if there is a union involved, perhaps even more rights).*

*If the background check is performed by a third-party service provider, then current employees are entitled to the same rights under the Federal Fair Credit Reporting Act (FCRA) as new applicants, which include a disclosure of rights and a written authorization. Some states have additional rules.*

*The practical consideration is whether the employer wants to ask existing employees to consent to a background check. The issue is one of corporate culture--not alienating employees that have been hardworking and loyal by performing background checks.*

*If an employer decides it is necessary to screen current employees, human resources should explain that screening is a business necessity, done for the good of the entire organization, and not directed at any employee. This will increase employee "buy-in."*

*It's also important that employees understand that all of their rights are being respected, and nothing will occur as a result of a background check until the employee has an opportunity to discuss any negative findings with the employer.*

*You don't want employees to be powerless, worried that they'll face an adverse action without an opportunity to be heard.*

*Tell all employees that they may come to human resources privately to discuss the procedure. An employee may start off talking about "privacy" concerns, when in fact there is something in his or her background to be concerned about."*

### **SOURCE:**

Lester S. Rosen, attorney at law and founder of [Employment Screening Resources](#), Novato, California, Dec. 16, 2002.

Hope you found this information useful!

Have a great rest of the month! - CV

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- Advanced Staffing Sales
- Rookie Staffing Sales
- Medical Staffing Sales
- Industrial Staffing Sales
- Industrial Staffing Coordinator
- Staffing Start-Up

Our most popular classes of '05 are back for '06 – with updates:

- Onsite Staffing Manager Certificate Program
- Placement/Staffing Specialist Training
- Government Contracting for Staffing
- Medical Staffing
- Home Care Staffing

### ***New* [AudioWeb Programs](#) for 2006**

- Driving More Profits from Direct Hire and RPO Programs – June 1
- How to Recruit 'Champagne' Candidates on a 'Miller Lite' Budget – July 6
- How to Sell Service Sensitive, High Margin Staffing Clients – October 12

**Our Most Popular [2005/2006 Audio-Webs](#) available for Sale on CDs w/Beautifully Handouts**

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### **Contact Us:**

#### **International Staffing University**

Division of Seminars By the Sea  
2120 Main Street #260  
Huntington Beach, CA 92648  
Toll Free: (877) 473-6732  
Phone: (714) 960-5992  
Fax: (714) 960-6563  
[www.istaffingu.com](http://www.istaffingu.com)

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# STAFFING *INSIGHT*

A monthly newsletter from International Staffing University,  
a division of Seminars By The Sea

Vol. 5 Issue 4

JUNE 2006

## Welcome to STAFFING *INSIGHT*!

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>> [June Bundles Savings!](#) <<

### IN THIS ISSUE

1. Is Your Training High Tech? High Touch?
2. Cathy Vee's 12 Smart Training Insights
3. ISU Happenings
4. Staffing Company Owner's Conference & Retreat / August

### IS YOUR TRAINING HIGH TECH OR HIGH TOUCH?

**A** need arose recently in our training/consulting company for us to hire a temporary proofreader.

A conversation with the customer service consultant of the staffing company who I called to place that order with inspired me to think about some missing links in that firm's approach to staff training (*and* quite possibly staff *selection*).

Our conversation went like this:

**ME:**

"Hi, this is Cathy Vee from Seminars By The Sea. I haven't called you folks in awhile, but I am currently in need of a temporary proofreader."

**CSC:**

"Oh, okay, let me see if I can find your information in our computer database."

**ME:**

"Okay."

(I'm thinking: "What, no 'nice to hear from you'")

**CSC:**

"Give me a minute, our computer system is slow today."

(What seems like an eternity passes ... then -)

**CSC:**

"Oh, here you are. Seminars By The Sea. Took some time but I found you. Just a minute. Let me get the right screen up. Okay. Are you still on Main Street in Huntington Beach?"

**ME:** "Yes."

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**NEW!**

**Webinar:**

**How to  
Recruit  
"Champagne"  
Candidates  
on a 'Miller  
Lite' Budget**

**Early Bird  
Signup and  
Receive Audio  
CD Set (edited)  
of the  
Conference!**

*Early Bird Ends  
June 23, 2006*

Thursday, July  
27, 2006  
12:00 PST  
90-Minutes  
\$229.00

[Details/Register](#)

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**CSC:**

"Phone and fax number still the same?"

**ME:** "Yes."

**CSC:**

"Oh wait, I see we are missing your email address. Can you give it to me?"

**ME:** "Sure."

**CSC:**

"We will probably have to have you fill out another credit app since you haven't used us in over a year and we are more stringent with extending credit to new customers."

**ME:** "Oh, really."

(I'm thinking: "But I'm not a new customer".)

**CSC:**

"Yes, we now ask for 5 trade references (not 3) and more financial detail on our credit application. We have had problems in the past, especially with smaller companies like yours."

**ME:** "Oh."

(I'm thinking: "Great. Bore me, waste my time & insult me".)

**CSC:**

"Oh darn, the system just froze. Can I call you right back?"

**ME:** "Sure."

(I'm thinking: "You do that. Fat chance I will take your call.")

I'm also thinking:

"I can just imagine what applicants go through here."

-----  
**Is your staff training more HIGH TECH or HIGH TOUCH?**

Do you commit more resources to training people on using your staffing automation and resume 'mining' and scanning tools than on delivery of exceptional service to both sets of VIP customers (clients/candidates)?

**One of the most important training objectives of success**

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SCHOOL  
July-August 2006](#)

Register 30 days  
before a class and get  
Early Bird prices!

Register and include:  
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in the  
Coupon Area.

**driven companies today is to improve customer satisfaction, retention and loyalty.**

Customer-centric training helps differentiate top performing companies from average competitors.

Let's use one example from the restaurant industry:

**The Cheesecake Factory** has some of the highest patron satisfaction and loyalty rates in *their* industry because of a customer focused training program that includes managers, servers and dishwashers.

Management recognizes that good staff training is much more than teaching people the correct way to 'carry trays'.

In the staffing industry, computer skills and administrative task training are important but the 'soft' skills connected to client and candidate satisfaction reign supreme.

In this competitive market, a staffing company cannot afford to leave any desirable prospect, reactivating or existing customer or candidate "behind".

Whether high tech/high touch or a combination of both, TRAINING should be a major component of a strategic plan and tie into your company goals and objectives.

Let me share with you some training insights that I have learned over the past 14 years in my business below

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**CATHY VEE'S STAFFING INDUSTRY  
12 SMART TRAINING INSIGHTS**

## CV's Insights

Wise Investment

Aids  
Recruiting/Retention

Facilitates Customer  
Satisfaction

Have Training  
Objectives

Trainee Buy-in

Train Everyone

Blended Training

Outsource Training

Interesting!

Passion!

Effective & Fun!

-----

- 1 **Invest in training.** According to a 4-year study conducted by the American Society of Training & Development, firms that spend at least \$1500/yr/per employee on training realize a **24%** higher profitability than those who spend much less.
- 2 **Training** is a great Recruiting and Retention Tool and ties into improved employee morale/satisfaction.
- 3 60-80% of **customer** satisfaction is dependant upon **employee** satisfaction (The Loyalty Effect). Customer satisfaction = customer loyalty. A 5% increase in customer loyalty = 40-95% increase in company profitability (The Loyalty Effect).
- 4 In order to justify training expenditures, you must have clear cut *objectives*; for that, you need to *understand* the many benefits of staff training.
- 5 To assure training effectiveness, you must have buy-in from trainees: get them to see the value of the training; ask for and act on pre and post-training input; monitor/measure results; and reward training and program completion with bonus tie-in, certificate, and career advancement.
- 6 The biggest mistake staffing executives make is to think people brought on from other staffing firms DON'T need training – they DO.
- 7 The 2<sup>nd</sup> biggest mistake is thinking that seasoned people have all the training they need – they DON'T.
- 8 No single training delivery suits every situation: the best training programs are “blended” and include various types of delivery - interactive classroom, internet/e-learning, CD/Video/DVD/Manual.
- 9 Studies show that in-house training cost (on average) 73% more than outsourced training.
- 10 Do every thing you can to make training *interesting* (nobody wants to be bored).
- 11 Passionate trainers inspire passion in people. (Our trainers at ISU are *passionate* and emphasize **Customer Centric** Approaches! :)
- 12 *Educate and Energize!* From flash-animation, simulated games in your e-learning environment to sending your staffing professionals to our CEU certificate classes at International Staffing University located on the beautiful Pacific Coast in Huntington Beach, California – do all you can to make training effective and FUN!

[View our Summer School classes and schedule.](#)

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**“Effective staff training is a PROCESS – not an event.”**

**Jonathan Paul, VP  
International Staffing University/Seminars By The Sea**

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Lot's going on at International Staffing University/Seminars By The Sea:

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- 10-11 Rookie Sales
- 13-14 Advanced Sales
- 17-18 Industrial Staffing Sales
- 20 Audio Web (For ASA – American Staffing Association)  
"Develop World-Class Staff Training Programs" presented by Cathy Vee  
Details: <http://www.americanstaffing.net/calendar/index.cfm>
- 20-21 Medical Staffing Sales
- 24-25 Direct Hire Recruiter 101
- 27 [Audio Web:](#)  
["How To Recruit 'Champagne' Candidates on a 'Miller Lite' Budget," Jonathan Paul, VP](#)

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- 21-23 Medical Staffing
- 28-30 Staffing Manager

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Look for us later in the year at the NAPS Convention in San Francisco in October.  
[www.napsweb.org](http://www.napsweb.org)

AND at the ASA Staffing World Convention in November  
[www.americanstaffing.net](http://www.americanstaffing.net)

We will have exhibit booths at both events.

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[http://www.americanstaffing.net/convention06/sales\\_and\\_business.cfm](http://www.americanstaffing.net/convention06/sales_and_business.cfm)

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Industry  
Professionals!

**Thank you for  
reading!**

## STAFFING COMPANY OWNER'S CONFERENCE/RETREAT

**The Waterfront Hilton  
Huntington Beach, California**

**AUGUST 17-18**

So much for staffing company owners and executives to deal with today!

Staff hiring, training & development is just one of the "best practices" subjects we will be addressing at our upcoming **Staffing Company Owner/Issues Conference & Retreat** coming up in August.

Check out all the great value-extras that we will be including for attendees this year.

If you want to come (and we want you to!), sign up soon as we have limited space. **Registration is scheduled to end June 30, 2006 so let us know you are coming!**

The event takes place at the beautiful Waterfront Hilton in Huntington Beach. The hotel overlooks seven (7) miles of Pacific Coast.

Check out all the great value-extras that we will be including for attendees this year. [PDF Brochure](#):

What a great place for you to get ***Educated & Energized!***

Hope to see you there!

- Cathy Vee

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> [July Training Promotion!](#) <<

### IN THIS ISSUE

1. Ready for a Strong 2<sup>nd</sup> Half?

2. Quiz:

Does Your Staffing Firm Have "SOC" Potential?

3. ISU Happenings

4. Staffing Company Owner's Conference & Retreat / August – 2 Days with Cathy Vee celebrating her 30 years in Staffing!

## READY FOR A STRONG & SUCCESSFUL SECOND HALF?

"The U.S. staffing industry is growing faster than the economy because of flexibility: workers want it, businesses need it, and it's good for the economy."

... American Staffing Association

The U.S. staffing industry experienced a record-breaking first quarter result with temporary/contract staffing revenues totaling **\$17.5 billion** (reflecting a 9.3% growth over same quarter/2005).

And though results are not yet in for the 2<sup>nd</sup> quarter, growth continues for both temporary/contract and direct hire sectors.

As the unemployment rate continues to inch downward (4.6% in June 2006 vs. 5.1% in April 2005), the **demand for talent** continues upward.

Staffing should maintain solid growth through the 2<sup>nd</sup> half/2006.

-----  
But the real question is:

**Are YOU ready for a strong and successful second half?**  
-----

As consultants, we talk to hundreds of staffing executives across the country and world every month. We read the annual reports of publicly held staffing firms and news articles about how the industry and specific firms are faring.

While opportunities to increase placements/revenues/profits are plentiful for staffing firms, not all companies are thriving.

**WEBINAR:**

**How to**

**Recruit  
"Champagne"  
Candidates on  
a 'Miller Lite'  
Budget**

Participate in the  
conference or  
purchase the  
Package: CD Set,  
AudioVideo  
PowerPoint and  
beautifully  
Bound Handouts!

**Hurry!**

Details:

Thursday, July  
27, 2006  
12:00 PST  
90-Minutes  
\$229.00

[Details/Register](#)

We talk to many people who are doing very well; many who say 'things are okay' and some who are doing awful. Just because staffing is strong – the business is not equally distributed. Customers and candidates alike have options in their Supplier of Choice (SOC).

What customers and candidates seek is a staffing company that offers a strong value proposition & performance to match!

Take our quiz and find out if yours staffing firm has  
"SOC" – **Supplier of Choice** Potential:

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**Does Your Staffing Firm Have**

**SOC**

**(Supplier-Of-Choice)**

**Potential?**

**(A Quiz Worth Taking)**

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1. Do you have a strong "brand" articulating at least 3 reasons why your target clients should buy staffing from your firm and not your competitor? (Or does the client and your staff view yours as 'just another staffing company'?)
2. Do you articulate why your target candidates should work with your staffing firm and not your competitor? (Or do you think that the candidates are 'lucky' to just get a job?")
3. Is your job order "fill ratio" higher than industry average? (85%+ for administrative/professional staffing; other sectors 60-85%)
4. Are your replacement ratios lower than industry average? (5% or less for administrative/professional staffing; other sectors higher or lower)
5. On temp-to-hire and direct hire positions, are your recruiters submitting on average of at least three (3) quality candidates per job order? (One candidate submitted per job order is a recipe for disaster.)
6. Do you understand your customers – and what they want in a staffing supplier and work to exceed their expectations?
7. Do you understand what your candidates want in a

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staffing service and work to exceed their expectations?

8. Is internal staff hiring, retention and training a high priority in your company? (Or do you make the same hiring mistakes over and over; have excessive turnover; and/or expect people to 'train themselves'?)
9. Do you have a stable, motivated and engaged staff? (According to a Gallup Study, only 24% of employees are truly engaged in their work. Are yours?)
10. Are your salespeople "hunters" versus "farmers"?
11. Are your staffing consultants/recruiters "race horses" versus "plough horses"? Rainmakers versus Order Takers?
12. Do you "take responsibility" (and make changes/tough decisions) when performance is less than adequate?
13. Do you use "mystery shopping" to help assess quality of service delivery to clients and candidates?
14. Do you conduct customer and candidate Satisfaction Surveys at least once a year – and rate high on both?
15. Do you continually seek ways to improve company Performance?

Score:

If you answered: "Yes" to all 15 questions – you have high POC Potential. You should look forward to a great 2<sup>nd</sup> half!

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**STAFFING COMPANY OWNER'S CONFERENCE/RETREAT**

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**AUGUST 17-18**

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Vol. 5 Issue 6

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> [Sept. Training Promotion!](#) <<

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## ARE YOU PREPARED FOR A (POTENTIAL) "SOFT" ECONOMY IN 2007?

Staffing companies have benefited from a robust economy over the past few years; it's hard for some to imagine that 2007 can bring anything but a continuation of growth.

Despite the relatively optimistic forecasts for next year put forth by U.S. government spokespersons, many economic gurus and investors paint a different picture. Some are actually daring to use the dreaded 'R' word in predicting the economic forecast for 2007.

"The U.S. economy is transitioning to its **slowest growth rate** since the 2001 recession."

... *Oxford Analytic / Forbes 8 /2006*

[http://www.forbes.com/business/2006/07/31/us-slowdown-recession-cx\\_np\\_0801oxford.html](http://www.forbes.com/business/2006/07/31/us-slowdown-recession-cx_np_0801oxford.html)

"The United States is headed for a recession that will be "much nastier, deeper and more protracted" than the 2001 recession."

Nouriel Roubini, President of Roubini Global Economics, NY University Economics Professor & Former White House Sr. Economist

<http://www.rgemonitor.com/blog/roubini/136692/>

The nations troubling residential real estate bubble along with job losses in both real estate and mortgage finance which have accounted for more than 30% of the U.S. job growth since 2002 are just two problem areas that could mean trouble for us.

Concerns over rising oil prices, retail job losses, federal monetary policies and consumer belt tightening are other factors that have many experts predicting a 2007 recession.

A recession is generally defined as two quarters in a row of negative gross domestic product growth and that's precisely what our economic bear envisions for the first half of 2007.

But Nouriel Roubini (see above) thinks we will start feeling the pain as early as November or December of this year.

In a highly provocative and controversial forecast, he is predicting a zero growth for the fourth quarter/2006 and a negative decline in GDP in 2007 (versus the government and Wall Street consensus of 2.5-3.0% growth predicted).

**WEBINAR:**

**How to Recruit  
"Champagne"  
Candidates  
on a 'Miller  
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Participate in the conference or purchase the Package: CD Set, AudioVideo PowerPoint and beautifully Bound Handouts!

**Hurry!**

Details:

Thursday, July 27, 2006  
12:00 PST  
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\$229.00

[Details/Register](#)

He expects job growth to drop to zero and unemployment to climb as high as 6% nationwide.

To be fair and balanced, the majority of analysts **do not** share Roubini's highly pessimistic forecast on the U.S. economy.

Many in the government, on Wall Street and in Finance, predict slower growth next year, but no recession.

Dominic Konstam of Credit Suisse Bank is one with a more positive outlook. He maintains that U.S. corporations, in their best financial health in half a century, will be a major offset to the housing slump as they won't have to drastically slash jobs to remain solvent.

Wachovia Securities Economic Outlook expects economic growth to remain below 3% over the next five quarters and unemployment to rise above 5% over the next few months.

"The economy is merely catching its breathe and a recession is unlikely."

Ah, who to believe? The pessimists, the optimists or the uncertain-ists?

Not to worry - any way. As a 30-year veteran of the staffing industry, I have endured four recessions quite well.

Personally, I expect slower growth for the U.S. Economy (certainly in the real estate/construction sectors) but no recession.

My prediction is that the staffing industry will continue to grow in 2007 at a rate of 4-6% over 2006. (Don't hold me to that % - it's just a guess. But that is what I would personally plan for.)

Some staffing firms, of course, will fare much better than others – depending upon management vision, planning and strategy.

Those of us who have 'been there – done that' ... survived soft times quite well ... have learned a few things from the experiences.

Let me share a few ideas with you.

#### **CATHY VEE'S FIVE (5) TIPS FOR SUCCESSFUL "SOFT MARKET SURVIVAL":**

1. Look for silver linings and opportunities where you can find them.

Strong market/soft market: Every type of market offers opportunity.

We all know the many advantages of a strong, robust market. But what advantages can be had in a soft market?

One of the strongest advantages to a 'soft' market is the increased availability of quality candidates. Start aggressively recruiting and onboarding as many qualified candidates as you can – especially those transitioning from 'soft' industries such as mortgage lending and real estate.

Many people in the lending and real estate professionals will be looking for a new career in 2007.

About 50% of the resumes I get when I advertise for an administrative assistant position for my firm are from candidates being laid off from mortgage lending companies.

Do you know there are over 500,000 licenses real estate agents in the State of California alone – 1

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for every 62 residents? Wow!

30% of the new jobs created since 2001 have been tied to real estate, construction, lending and finance. While these industries can produce some good transitioning candidates for you, they may not (with exceptions, of course) be the best industries to look for placement opportunities in 2007.

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Look to add or expand business with customers in **hot growth industries** and fast growing users of staffing services such as: internet, technology/software, biotechnology, pharmaceuticals, healthcare, amusement, educational institutions, teleconferencing, HRO consulting firms, defense contractors, government product/service providers and GOVERNMENT agencies.

Train your salespeople to seek out and sell to growth industries AND government agencies and consulting firms that do business with the government (especially the Department of Defense).

There is no time like the present to get involved with doing business with the world's largest (and most stable/reliable) customer: Uncle Sam. If you qualify for a GWAC such as the 736 TAPS Schedule or GSA/VA 621 Schedule, your award/contract will be for an initial five years (up to 20).

If you are planning to go to the Staffing World 2006 Conference in Las Vegas/November – attend the workshop that Brad Billek and myself will present on:

**Building a Staffing Government Contracts Division.**

[http://www.americanstaffing.net/convention06/sales\\_and\\_business.cfm](http://www.americanstaffing.net/convention06/sales_and_business.cfm)

Meanwhile, you might want to consider purchasing our:

**Staffing Government Contracts User Manual**

<http://www.istaffingu.com/index.php?action=item&id=13&prevaction=category&previd=6&prevstart=5>

Great product – chock full of information on government contracting for staffing companies.

Or for more extensive information, we have an **Eight (8) Class Staffing Government Contracts CD/handouts class.**

<http://www.istaffingu.com/index.php?action=item&id=30&prevaction=category&previd=18&prevstart=5>

In addition to obtaining federal government contracts, also look for procurement opportunities with government agencies at the State (including colleges), County and City levels.

2. PLAN conservatively with contingency preparation.

Spend some time during the final quarter of this year planning for a potential slow-down in 2007. Plan conservatively for realistic growth but also include “mild to hard landing” (“what if”) contingency tactics in your planning.

Watch your Credit & Collections closer than ever.

If/when the economy slows down, some of your customers and potential customers will run into financial troubles. Don't let them leave you holding the bag. Tighten up on your credit practices. Ask for credit card guarantees on payments from new customers and EFT/COD from existing slow paying clients. This is a great time to encourage clients to pay their invoices through auto-pay with credit cards or electronic checks. Bottom line: 2007 will be no time to get stuck with big bad debt.

3. Be more assertive about selling to new prospects and retaining existing customers.

**Teach your salespeople to target and sell hot prospects like their lives depending upon it.**

There is no time like the present to strategize HOW you plan to open a coveted prospect that you have had your eye on for some time.

Identify these key prospects and set up a “WHEN THERE IS A WILL – THERE IS A WAY” Guerrilla Sales Campaign (offer special bonus incentive) for salespeople to close some of these accounts.

And look for ways to strengthen relationships with existing clients.

**Let your existing clients KNOW YOU LOVE ‘EM!**

Make sure that your staffing professionals are delivering exceptional customer service and treated Each and every client like VIPS. This is no time to be “beige” around customer relations.

Consider enacting “PREFERRED” or “ELITE” Customer Programs that include special “client loyalty incentives” such as specialized recruiting, discounted rates/fees, \$\$\$ rebates when volume and better than average temp-to-hire conversion policies when reaches a certain level.

4. Be prepared to trim your costs – but DON’T scrimp on STAFF TRAINING.

More than ever – when the market softens - you need to develop the creative skills of your frontline recruiters, staffing consultants and salespeople. **Training will be essential.**

No matter what happens with the economy and for staffing firms in 2007, I am pretty confident that “the fish will no longer be jumping in the boat”. Staffing professionals will truly need all the “fishing” skills necessary to weather potential stormy waters. You will not want “one good catch” (client) to fall through the fingers of anyone on your staffing team.

To EDUCATE and ENERGIZE and equip your staffing professionals with all those ‘fishing skills’ needed, consider sending them ‘BACK TO SCHOOL’ at ISU [www.istaffingu.com](http://www.istaffingu.com).

(See remaining Classes for 2006 – below)

Or have our experienced team customize a training program based on your needs and tied into your 2007 Business Plan.

Call Annette or Jonathan 714-960-5992 to discuss.

**Are YOU prepared for a potential SOFT 2007?**

Take our Quiz below and find out.

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**Are YOU prepared for a potential SOFT economy in 2007?**

**(A Quiz Worth Taking)**

1. Have you identified the SILVER LININGS and Soft-Landing Market Opportunities for 2007? (Or has a possible slow-down not even crossed your mind?)
2. Have you been working on your 2007 Business Plan with conservative projections and contingency ideas? (Or has business planning not been on your radar screen?)
2. Do you have the “right people in the right seats on the bus” (from the book: *Good to Great*)? (Or have you tolerated marginal staff because “it’s hard to find good people?”)
3. Are the “right people” well trained to *fish* for placement and business building opportunities?

Are your staffing consultants/recruiters “race horses” versus “plough horses”? Rainmakers versus Order Takers? (Or is your staff better equipped to dealing with *‘the fish jumping into the boat?’*)

4. Are you truly assertive about selling target prospects and retaining your solid customers? (Or have you become complacent because sales have grown robustly over the past few years?)
5. Do you let your customers KNOW YOU ‘LOVE ‘EM’ by delivering exceptional customer service and treating them special? (Or do your staff members treat customers indifferently?)
6. Are your Credit & Collections policies “tight” and sound? (Or have you pretty much relied on the idea *that ‘most customers are honest and will pay us?’*)
7. Do you have some solid long-term (2-5 year) contracts with reliable customers (like government)? (Or do you rely mostly on current orders from no-contract commercial clients to sustain your business?)

Score:

If you answered: “Yes” to all 7 questions – you should do well no matter what 2007 will bring your way.

You truly have “An Attitude of Prosperity”.

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## ISU HAPPENINGS

Lot’s going on at International Staffing University/Seminars By The Sea:

**July: SUMMER SCHOOL CLASSES AT ISU – Huntington Beach, CA ([Classes](#))**

17-18 Industrial Staffing Sales

20 Audio Web (For ASA – American Staffing Association)  
“Develop World-Class Staff Training Programs” presented by Cathy Vee  
Details: <http://www.americanstaffing.net/calendar/index.cfm>

20-21 Medical Staffing Sales

24-25 Direct Hire Recruiter 101

27 [Audio Web:](#)  
[“How To Recruit ‘Champagne’ Candidates on a ‘Miller Lite’ Budget,” Jonathan Paul, VP](#)

**August: SUMMER SCHOOL CLASSES AT ISU – Huntington Beach, CA ([Classes](#))**

7-10 Onsite Staffing Manager Certificate Course (Four Day)

- 14-15 Home Care Staffing
- 17-18 **Staffing Company Owner's Conference/Retreat** [Details](#) – See below....
- 21-23 Medical Staffing
- 28-30 Staffing Manager

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Look for us later in the year at the NAPS Convention in San Francisco in October.  
[www.napsweb.org](http://www.napsweb.org)

AND at the ASA Staffing World Convention in November  
[www.americanstaffing.net](http://www.americanstaffing.net)

We will have exhibit booths at both events.

At ASA, Cathy Vee will be co-presenting (with Brad Billik of the Boon Group) a Workshop on **Build a Successful Government Contracts Staffing Business** [http://www.americanstaffing.net/convention06/sales\\_and\\_business.cfm](http://www.americanstaffing.net/convention06/sales_and_business.cfm)

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## STAFFING COMPANY OWNER'S CONFERENCE/RETREAT

The Waterfront Hilton  
Huntington Beach, California

AUGUST 17-18

[ASA Approved  
Continuing  
Education Provider](#)

and

[NAPS Approved  
Continuing  
Education Provider](#)

*2 Days with Cathy Vee (and her staff) celebrating her  
30 years in Staffing!*

So much for staffing company owners and executives to deal with today!

Staff hiring, training & development is just one of the "best practices" subjects we will be addressing at our upcoming Staffing Company Owner/Issues Conference & Retreat coming up in August.

Check out all the great value-extras that we will be including for attendees this year.

If you want to come (and we want you to!), sign up soon because we have limited space.  
**Reservations are still available but hotel space is limited!!!**

The event takes place at the beautiful Waterfront Hilton in Huntington Beach. The hotel overlooks seven (7) miles of Pacific Coast.

Check out all the great value-extras that we will be including for attendees this year. [Details:](#)

What a great place for you to get **Educated & Energized!**

Hope to see you there!

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**Thank you for  
reading!**

- Cathy Vee

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**Contact Us:**

**International Staffing University**

Division of Seminars By the Sea

2120 Main Street #260

Huntington Beach, CA 92648

Toll Free: (877) 473-6732

Phone: (714) 960-5992

Fax: (714) 960-6563

[www.istaffingu.com](http://www.istaffingu.com)

If you do not wish to receive the Staffing Insight Newsletter simply reply with "remove" in the subject line or call us toll free at (877) 473-6732.