

## A Whole New Workforce: How to Keep Millennials Engaged



What Cold-Calling  
Method Works Best in  
2020?

Form I-9 Compliance  
Extension, Further  
Extended

5 Design Tips to  
Consider on Your  
Staffing Website

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# Letter From The Editor

We are in this together... This too shall pass. Sayings like these have been used over and over during these last few months. Tailor your message to individuals and avoid sounding like a recording. Be creative in what you are saying. Look up... be fearless...

People ARE working from home and some liking it. Engage those candidates and find out what they like and why. Then see if they will entertain a company change. They have been dealing with a new normal for more than 6 months and they may be ripe for a change.

Recruiters are being successful with personal touches. Taking opportunities to a new level. Clients may be more open to a new conversation. It's a great time to be in recruiting. Change is all around us.

Passive candidates might be active but don't tell you. Active candidates may know that the company management has changed and they see cuts coming. Let's face it some companies are really hurting during this while others are growing. Pick wisely.

Really great virtual events are happening and maybe these are easier to attend especially if the kids are being home schooled and you are working at home. Consider how wonderful these times can be. Staying positive that there are wonderful opportunities in business as well as improved home life.

I was excited to see kids playing in the park today. They were not in the typical playground area but walking down a hill into a run off spillway where they could look for frogs or bugs. Old fashioned entertaining fun.

Enjoy the articles found in this issue and embrace something new....

Happy recruiting...

## DID YOU KNOW?

\* Being flexible and opportunistic may be the two most significant attitudinal characteristics that will need to be displayed by those witnessing a pandemic caused interruption of their personal career development. Seize every opportunity--- no matter how microscopic---to take your career development forward. pg 5

\* What millennials want is completely different than previous generations. Salary and healthcare benefits are important, but there are many other factors that are now coming into play, such as paid time off, job flexibility, working at home, company culture, growth opportunities etc. pg 7

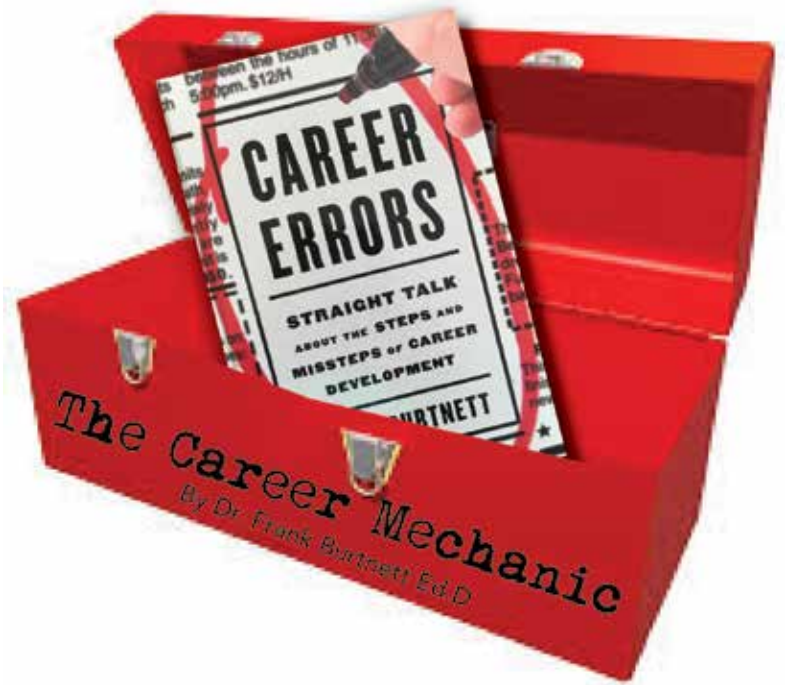
\* Your LinkedIn should display clear and concise branding across your profile that matches that of your company and co-workers. To me and other business leaders, this shows unity, credibility, and trust. pg 11

\* In March, the DHS (Department of Homeland Security) said that it would defer the physical presence requirements associated with Form I-9 for employers and workplaces that were operating remotely. However, if employees are present at a work location, exceptions are not allowed to the in-person verification of identity and employment eligibility verification. pg 13

\* While it's been said many times that "content is king," it's also been said that "pictures say 1000 words." By utilizing excellent photos and imagery on your website, you can quickly give visitors a glimpse into your company culture. pg 15



# Coronavirus Pandemic Impact on the American Worker: Part II



In my last *Career Mechanic* I presented a number of the challenges faced by the American workforce as a result of the fast developing and omnipresent coronavirus crisis that was thrust upon the nation and globe this year. The hardest hit were those who lost their jobs as unemployment numbers climbed to unprecedented levels this spring and summer in many sectors and geographical locations across the nation.

The job losses were so severe that in midsummer the Ad Council rolled out a new national advertising campaign, "Find Something New," to encourage pandemic impacted job losers to pursue new skills-based postsecondary education and training as a fastest path back to employment. That effort has the support of the White House Workplace Policy Board and involves large U.S. corporations like IBM and Apple.

Learn more about the "Find Something New" initiative at: <https://findsomethingnew.org/>

This edition of the *Career Mechanic* will examine the concerns of women and men who didn't lose their jobs as a result of the coronavirus pandemic, but find their personal career development put on hold or sidetracked as they go through what they expected to be a period of career growth, maintenance, and mobility. Many seem caught between the axiomatic "rock and a hard place" as they ponder personal decisions regarding the future career development.

## **Career Slowdown, Sluggishness, or Stagnation**

Those members of the U.S. workforce remaining in their pre-pandemic work roles are likely to have experienced some form of career slowdown, sluggishness, or stagnation, the effects of which are likely manifested in one or more of the following conditions:

- Opportunities for growth and promotion may have disappeared or been placed on hold.
- Compensation bumps have been canceled or delayed while the economic impact is evaluated by their employer.
- Options to expand roles and add responsibilities normally associated with good business times are likely to have been reduced. Making this condition more difficult for some is being required to add responsibilities to their job description that were previously assigned to furloughed or terminated employees.
- New work strategies have thrust many into new telecommuting and remote work situations that have required altered work behaviors on their part, including how they relate to supervisors and managers and communicate with colleagues.
- Workforce members, whether they function at the executive, professional, technical, or support level are likely to see their work judged differently. Productivity, is more quantifiable and easier to measure in the same fashion. Performance quality and efficiency---less so---and likely to be measured in different ways.

These conditions are leading many passive candidates for job change and relocation to dust off their resumes and actively reopen their investigation of career opportunities elsewhere. It has left a larger number trying to make adjustments to their existing career circumstances.

## **Challenging Times Demand Innovative Behaviors and Attitudes**

To say there is a "new normal" in the American workplace, is an understatement as the economy seeks to get back on track, and multiple adjustments are being required by those fortunate enough to have survived being furloughed or terminated. Many workforce members, while counting the blessings of continued employment, are being required to exhibit changed behaviors and attitudes during this "new normal"---



many of which are likely to remain in effect long into the future.

What are some of these new behaviors and what attitudes will require adapting for career survival and eventual movement back to a path of career growth, maintenance, and mobility? The following list, by no means exhaustive, represent an array of those behaviors:

- Accept the learning and education challenges that changed roles demand. Whether self-driven distance learning or formal courses of studies, learning is an undervalued career development insurance policy. Never cease learning.
- Expect to be managed and supervised differently. Those with leadership and oversight responsibilities are learning new behaviors themselves that will result in how they deal with those reporting to them. Watch and adapt.
- Adjust to the new structure that social-distancing inspired independence demands and seek the assurance that any new lines of communication and interaction needed to ensure performance and productivity are established and being maintained. Monitor the "new normal."
- Master the tools associated with the new ways your work is performed and delivered and be prepared to handle interruptions (i.e., Zoom goes down) when they occur. Have a Plan B.
- Develop schedules and calendars that ensure accessibility and responsiveness and are multi-directional in nature. Listen and be heard.
- Monitor all new work protocols and structures to create needed safeguards that result in desired quality and efficiency outcomes. Make the "new normal" work!

Being flexible and opportunistic may be the two most significant attitudinal characteristics that will need to be displayed by those witnessing a pandemic caused interruption of their personal career development. Seize every opportunity--- no matter how microscopic---to take your career development forward. As that wise character of folklore once said: "When confronted with a bunch of lemons....make lemonade."

### No "New Normal" Playbook

Like my closing to the part one of this *Career Mechanic* piece in July, I am compelled to repeat that like there is no playbook yet on how to get or change jobs in the midst of a worldwide pandemic." The same is true for how working men and women are going to navigate the growth, maintenance and mobility aspects of their personal career development. Search and staffing professionals are going to confront candidates (active and passive) that currently functioning on a new and different playing surface. That likely means new and different tactics and strategies on your part as you proceed in helping them.

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Dr. Frank Burtnekt is an author, consultant and trainer. Over the course of his career, he has earned the National Certified Counselor (NCC) and National Career Counselor (NCCC) credentials of the National Board for Certified Counselors (NBCC) and is a registered counselor (RC# 2478) in the state of Maine. He is also been awarded the distinction of American Counseling Association Fellow. Frank is the author of *Career Errors: Straight Talk About the Steps and Missteps of Career Development* Second Edition, published by the Rowman & Littlefield Publishing Group. To learn more visit: <https://rowman.com/ISBN/9781475848410>.

Topics are drawn from Dr. Burtnekt's book, *Career Errors: Straight Talk about the Steps and Missteps of the Career Development* Second Edition and represent those witnessed regularly by search and staffing

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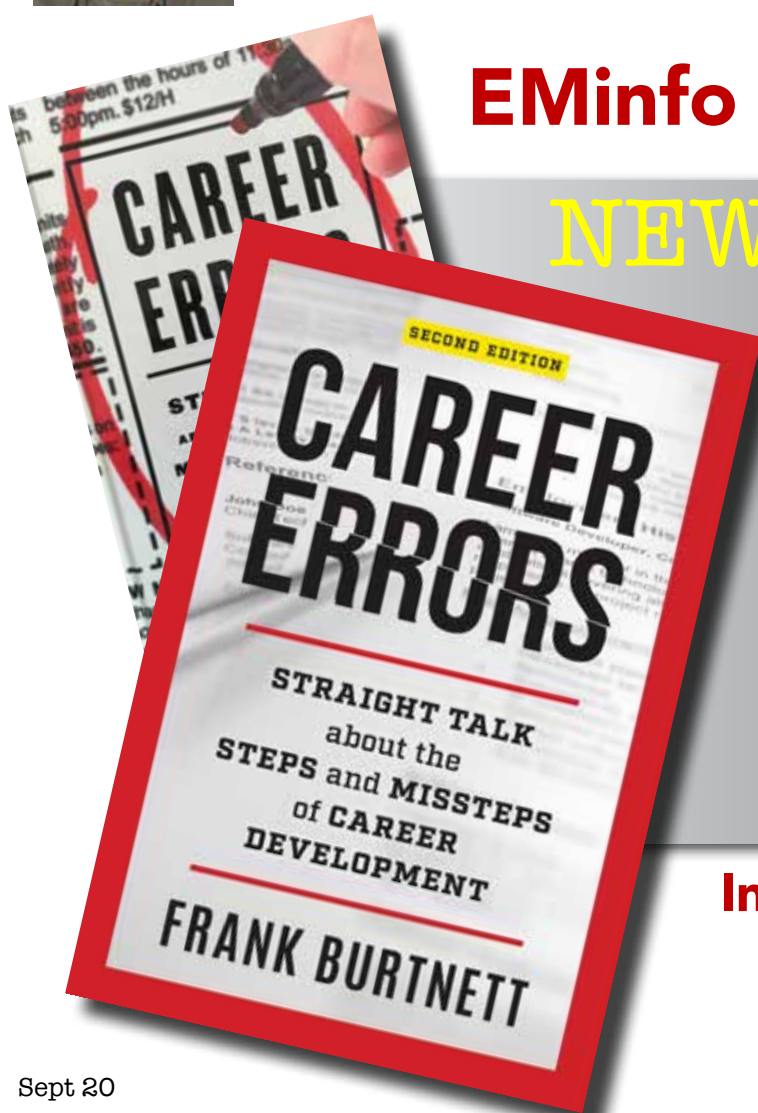
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# A Whole New Workforce: How to Keep Millennial Candidates Engaged

By Jennifer Roeslmeier

Millennials otherwise known as Generation Y, have now become the largest group of professionals in the U.S. Labor Force, making up 1/3 of employees. <sup>1</sup> These are individuals that were born between the years 1981 and 1996. While I was surprised to hear that millennials now have the largest population in the workforce, it does make sense. Generation X and Baby Boomers are retiring and millennials are beginning to take over.

What many employers may not be thinking about though is how this affects recruitment strategies and retention. Traditional tactics that would attract Generation X and Baby Boomers, no longer work for this new generation. This means a *change* is needed. Companies need to recruit, attract, and retain candidates in a completely different way than what has been done in the past. In this article we will take a look at some of the things millennials value in an employer and how to keep them engaged during the recruitment process.

## Attracting Millennials & Knowing What They Want

In order to attract millennials to a company, you need to know what they want and what they value in an employer. What millennials want is completely different than previous generations. Salary and healthcare benefits are important, but there are many other factors that are now coming into play, such as paid time off, job flexibility, working at home, company culture, growth opportunities etc. While these conditions are important for attracting talent, they are also important for retaining talent. Millennials are known for job hopping. They stay at a company a couple of years for experience and then they long for a new exciting opportunity. A study from Gallup revealed that 21% of millennials report changing jobs within the last year, which is more than three times the number of non-millennials. When you hire a candidate, you hope they will work out for a long period of time. This is why knowing their wants and needs is extremely important.

### Job Flexibility and Working at Home

As hard as it is to believe, many millennials don't believe in a standard 9-5 job. They think they are more productive working outside of the regular work hours and mixing in breaks along the way. If they get the work done and meet the deadlines, why do they have to work between 9-5? Millennials want flexible hours and a work-life balance. According to a Gallup study, flexibility is one of the highest ranked

benefits, ranking higher than student loan or tuition reimbursement. A Gallup study also found that 50% of millennials reported they would change jobs if they were able to work remotely some of the time.

Work flexibility and opportunities to work at home might not be standard at many companies, but statistics suggest these are perks the new work force is looking for. In order to be able to attract good millennial talent all employers will have to consider offering some of these benefits.

### Company Culture and Professional Growth

Company culture is also important for millennials. They want to work in a culture they can trust. In fact, millennials are 22 more times likely to work at a company for a long time if they trust the culture, according to research done by Great Place to Work. They also want to be engaged with the company. A Gallup study showed that millennials are more engaged with the employer when managers hold regular meetings and provide feedback. Feedback allows millennials to know what they need to improve upon and what they can do to professionally grow within your company. Millennials are motivated and want to advance their career quickly. Additionally, millennials value training and education. Offering them classes, workshops, seminars, and certifications will help attract and retain them longer.

Overall, when it comes to culture, it will be important for employers to highlight a culture that millennials are after, this includes benefits not related to work. Do you celebrate birthdays? Do you have summer outings? Do you offer free snacks and drinks to your employees in the office? These are all aspects that define a company culture and can help set an employer apart. By focusing on benefits that millennials value, employers will be able to attract and retain more millennial candidates.

## Educating Clients

Lastly, what's also important to note in this section, is the importance of educating your clients. As recruiters, you have backstage access in knowing what millennials are looking for in an employer. Companies you recruit for though might not know what millennials want. They may have outdated practices they didn't even know were outdated. They might even become frustrated if they are trying to recruit younger talent and no one wants to work for them. By educating your clients, it will help them understand they need to change some of their practices. They will appreciate your consultation if it means attracting better talent to their company. It will also help you as a recruiter to bring better talent to them. It's a win, win for both of you.

## Keeping Millennial Candidates Engaged in the Recruiting Process

So far, we dove into understanding what millennials are looking for and educating your clients about their needs and wants. The next challenge is keeping your candidates engaged during the recruitment process. There are several different ways to do this.

### Make the Application Process Simple and Mobile Friendly

Millennials value technology and are the most tech savvy generation, so ease of use when filling out an online application is critical. It will deter them away if the application is cumbersome and not user friendly. You also want to make sure your application is *mobile* friendly. 85% of millennials access the internet from their phones, according to a Gallup survey. Millennials are always on their phones and are always multi-tasking. It's critical that your job application is mobile friendly so candidates can fill it out no matter where they may be or no matter what device they are using.

### Ease of Communication

Ease of communication is also key to keeping millennials engaged. If your staffing and recruiting company is not already **texting** candidates, then it's an absolute must to begin. Millennial candidates want to be able to easily communicate with you and texting is the preferred form of communication. There are also many benefits from the recruiter's point of view to text candidates. One of these, is a quicker response time. When candidates see a text, they are more likely to respond immediately versus if they received an email with the same information. The average e-mail response time is 90 minutes, but only 90 seconds for a text message.<sup>2</sup> This allows you to get your answers quicker and move on to other tasks. Furthermore, texting is a good way to communicate with candidates that are working in an office. Candidates aren't able to accept phone calls easily during work hours, especially if it is in regards to a job opportunity. A text though is much easier to respond to.

In addition to texting, **chat boxes** on websites are popular among millennials. Many would rather chat with a robot or person on your website than call the office. This is a good way to attract *new* candidates you aren't already working with. If they visit your staffing and recruiting company's website and have a question, they can easily ask it by chatting. There are many chat box vendors out there that are inexpensive and can easily install the chat widget on your website. When it comes to communication, you also want to **be responsive and give periodic updates**. If they send you a text or email, try to respond within the same day so their question isn't left hanging. They will lose interest if they aren't hearing back from you. Additionally, be sure to continually provide updates. Even if a candidate didn't get a job or the next interview, you want to be sure to notify them and not leave them wondering. This will help your reputation as a recruiter and strengthen your relationship with the candidate so you can continue to work together.

### Stay Active on Social Media

93% of millennial Americans say they use social media to connect with friends and family.<sup>3</sup> This means you want to be in the social space. This is where millennials spend a lot of their time both during the day and at night. As they are scrolling through their newsfeed, you want to be present and grab their attention. To do this, first you want to be sure you are encouraging candidates to follow your company on social media. Second, you want to post relevant and interesting information. It's great to post about



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job opportunities that might pique their interest as they are scrolling down their feed, but it's also important to post resources to them. Job posting after job posting can become stale and eventually, they may all blend together where your followers lose interest in your content. Post a healthy mix of blog articles, tips, videos, etc. that candidates would find helpful. Anything related to interviewing, searching for jobs, finding the right job, and more would capture their attention. The more they see you and interact with you on social media, the more engaged they will be with your company and look for your services.

### Personalize Their Experience

Everyone feels good when a conversation is about them and personalized to their experiences. Sometimes if you reach out to a candidate on social media or in an email, they can easily tell it's a message you are sending to a lot of people. Try to find ways to tailor your message to each candidate, especially when you are reaching out to them for the first time. Connect their experiences with the job opportunity in your message. Make the message more about them and how you might be able to help connect them with the next opportunity they are looking for. Talk about the job opportunity in your message, but also be sure to ask what they might be looking for. If it's the first time you are reaching out, you don't really know what they are looking for. A job might seem like a good fit for them, based on their experiences, but perhaps they are looking to go in a different direction. The more personal, sincere, and conversational you make the message, the more likely they are to respond.

Additionally, sending video emails are also popular. This is a new and unique way to connect with candidates when you are reaching out for the first time or telling them about a job opportunity, they may be a good fit for. In the video message, be sure to say their name and tailor it to them. It's a great way to stand out and show that you care by making a video just for them.

### The New Age is Here

Whether companies are already doing many of these things or changes are needed, what we know is that millennials aren't going anywhere and they will continue to make up the largest population of the workforce for the foreseeable future. Efficiency, hardworking, and reliability are all traits companies want their employees to have in order to produce results and grow as a business. In order to have good talent though, we must adapt to the new workforce. The new age is here!

#### Citations

1. Business News Daily
2. CTIA Study
3. Gallup Study



Editor's Note: Jennifer Roeslmeier - Senior Digital Marketing and Brands Manager at Automated Business Designs. Ultra-Staff is a full-featured business solution with components for front office, back office, mobile and web suite. For more information on Ultra-Staff go to [www.abd.net](http://www.abd.net). Schedule an Ultra-Staff [staffing software demo](#) today and see the difference that the best back office features in the industry make.

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# What Cold-Calling Method Works Best in 2020? Phone, Email, or Inmail?

By Jared Hummel

As a CEO with decision and buying power, I'm constantly barraged with emails, inmails, and phone calls from strangers every single day.

But the truth is, **I haven't responded to an email, inmail, or phone call in the last couple of years** from someone I didn't know.

But yet, you still need to hit sales numbers.

To help you achieve a better success rate with your cold outreaches, I thought I'd share a few insights that will greatly increase your odds of getting a CEO or decision maker to respond to your cold calls.

Before we get into the weeds, let's first explore one question,

**"Is cold calling dead?"**

The answer is absolutely NO. It's just different.

In the digital world, buyers are inundated with information overload. The average buyer will look at 4-5 pieces of content before they will buy from you. What is most surprising is the sheer number of salespeople today that are automating sales sequences without a content or brand strategy.

**The secret is to remove "cold" from the equation by implementing a content and brand strategy BEFORE you reach out.**

Listed below are a few tips/advice to help build your brand and content strategy across all digital channels. I've also included a playbook at the end for how to get someone at the c-level to talk to you using email, inmail and the phone.

## Building a Solid Brand

Let's say I do get a message from you and I'm at least interested enough in your service or product. I'm definitely not going to blindly respond back. I'm going to Google you first.



Depending on what pops up, I may browse your website, glance at your LinkedIn profile, read a review or two and if I'm impressed, browse the content that you share. Here's what I'm looking for in each.

### Website

Your website is the virtual front of your store. It's often the first interaction people have with your brand and it should be pleasant to the eye, easy to navigate and most importantly, clearly communicates what you do and why you do it.

### What I'm looking for in your website:

If I can't tell what your business does within the first few sentences on your website, I'm bouncing. Ideally, I'm looking to see if your website calls out the pain points that I'm feeling and how your company can help solve them.

I strongly recommend reading the book, [Building a StoryBrand](#) by Donald Miller. This book



has basically perfected the art of clarifying your message so that customers will listen.

## LinkedIn

It may not come as a surprise that LinkedIn is my preferred social channel. It's where I go for industry content, networking, and the occasional glance at new products and services.

### What I'm looking for in your LinkedIn profile:

Your LinkedIn should display clear and concise branding across your profile that matches that of your company and co-workers. To me and other business leaders, this shows unity, credibility, and trust.



## 3rd Party Reviews

Back in the 90s, if you wanted to go out to eat at a restaurant, you would either judge the eatery by how it looked from the outside or go based on a recommendation from someone. Today, those same things apply but more than ever, it's the online reviews that push us through the restaurant doors. This is the same idea behind if I'll respond back to your email, inmail or call.

[Research shows](#) that 91 percent of people regularly or occasionally read online reviews and 84 percent of people trust online reviews as much as a personal opinion.

### What I'm looking for in your reviews:

A 5 star review is wonderful but it's what your customers and employees say that makes me interested. Reading reviews is one of the best ways to get unbiased information. Unedited, authentic reviews really help me build trust in a brand.

Even if you do have a few poor reviews (it happens to us all), it's how you handle it that makes me impressed. Responding back to haters with helpful, compassionate messages is almost more important than a decent review.

## Thought-Leadership Content

If you are going to send an email or inmail, be sure it provides something useful like a thought leadership blog, download, webinar, etc. – at least with the first few outreaches.

### What I'm looking for in content:

Anything that's either entertaining, relevant to my job or simply interesting is going to get me to download and read your content. If I enjoy it or find it useful, I'm going to keep you in mind. Whether you are sharing an e-book, one-pager or even a blog (like this one), this helps me establish credibility before I pull the trigger on responding back.

## Omnichannel Branding

If you can successfully build a strong, impactful brand across all of the various channels I listed above BEFORE reaching out to me, you'll have a much better chance of getting me to respond. Once your brand is clear and consistent across all your channels and you've developed some relevant thought-leadership content, THEN start reaching out via email, inmail, and phone.



**Eager Owl**

1 review

★★★★★ a year ago

I was contacted by their recruiter regarding an opportunity and exchanged some communication expressing mutual interest...then abruptly and without explanation all communication ceased. I understand recruiters work for the businesses they are placing for and not the candidates they recruit, but common professional courtesy would be to close the loop with a potential candidate regardless of outcome. Potential clients should consider such behavior towards candidates when considering utilizing Versique, as this reflects on their business when represented by them as well.



**Response from the owner** a year ago

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-Tony Sorensen, CEO

## Tony's Playbook

**Step 1:** Brand is solid and has a consistent omnichannel look and feel

**Step 2:** You have a decent library of thought-leadership content

**Step 3:** Send me an email or inmail with relevant content that you are producing

**Step 4:** Repeat step 3 for a month or two (long enough to build a relationship)

**Step 5:** Give me a call (at this point, you're established in my mind and I'm at least open to chatting on the phone).

In conclusion, using email, inmail, and cold-calling in unison with a strong brand and content strategy will continue to work for staffing and recruiting firms for years to come.

## Parqa Marketing

Need help building a brand? Or producing thought-leadership content? Parqa Digital Marketing can help! Feel free to browse our brand and if you're interested in learning more, [we'd love to hear from you!](#)



**Editor's Note:** Jared Hummel is an experienced business leader with a history of building start-up organizations into streamlined, revenue-generating companies. As the COO of Parqa, he leads with a strong financial background and is motivated by enhancing growth and finding solutions to complex operating and execution-based challenges.



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# Form I-9 Compliance Extension, Further Extended



By Lynn Connor

ICE announced it would extend its Form I-9 flexibility rules that were granted in March, for another 30 days. September 19th is now the expiration date.

In March, the DHS (Department of Homeland Security) said that it would defer the physical presence requirements associated with Form I-9 for employers and workplaces that were operating remotely. However, if employees are present at a work location, exceptions are not allowed to the in-person verification of identity and employment eligibility verification.

Employers who choose to inspect section 2 documents remotely (over video, link, fax or email) must still obtain, inspect and retain copies of the documents within 3 business days to complete this section.

Companies who do take advantage of this option in handling the Form I-9 must provide written documents of their firm's remote work policy for each employee. And when back in the office, all employees who were onboarded using remote verification have to report to their employer within 3 business days for a physical review of their documents and identity.

Also note that employers have to enter "Covid-19" as the reason for the in-person inspection delay in the additional information section, once the physical inspection takes place as normal operations resume. Also, employers are to note "documents physically examined" with the review date in the same section, or to section 3 as appropriate. This in person completed date would be used as a starting point for these employees only, if audited.

Again, this provision applies to workplaces that are operating remotely and if employees are physically in the office, no exception is allowed for the in-person verification required for Form I-9. The DHS will review on a case-by-case basis if a quarantine or lockdown is required. Another available option for employers is to select an authorized representative to act on their behalf to complete section 2, but please note the employer is liable for any violations related to Form I-9 or the verification process.

## HAVE A PRODUCT OR SERVICE TO PROMOTE?

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Employers should review both the DHS and ICE website to find additional updates regarding Form I-9 as the extension date draws closer or when normal operations resume. [ICE announces another extension to I-9 compliance flexibility.](#)

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Lynn Connor currently co-owns COATS Office Automation and was a partner in Reliance Staffing & Recruiting for over 30 years.


COATS provides fully integrated software to the staffing industry and works seamlessly with your staff to ensure software efficiency. Microsoft linking, Crystal Reports, a fully integrated CRM, payroll and complete accounting, online applicant entry, online job posting, and multi-state, multi-branch, multi-locality capabilities are available throughout the entire system.

Reliance, a PeopleShare company, has over 20 offices blanketing the east coast with thousands of employees working daily. A multi-year winner of Best of Staffing Diamond status for both clients and talent, Reliance has proven to be an industry leader in service quality.

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# 5 Design Tips to Consider on Your Staffing Website

By Matt Coleman

Your staffing company's website is the digital heart and soul of your business. Whether you're building a new website, updating your existing one, or if it's been a while since you've visited your own site, here are 5 design tips to consider:

## 1) Use a strong header image.

The first image a user sees on your staffing website forms their first impression of your staffing company. This image should be powerful and offers the best chance at capturing a visitor's attention. Think about what you'd like this image to convey to a visitor:

- What industries does your staffing company serve?
- What part of the country are you serving?
- What type of history does your company have serving the community?

These are all things that could be conveyed through the right image. You can also consider using a slideshow to display multiple images in rotation, or even a video.

## 2) Choose great photos.

While it's been said many times that "content is king," it's also been said that "pictures say 1000 words." By utilizing excellent photos and imagery on your website, you can quickly give visitors a glimpse into your company culture.

Stock photos are a great way to give a professional touch to your web presence, and are now more widely affordable than ever before. Take care to select images that don't look outdated, and think about what each image says about your staffing company. If your budget allows, set up a professional photoshoot at your office to build a library of original images you can use on your website and in your future marketing efforts.

## 3) Don't be afraid to use color.

Your company website is a fantastic place to increase your brand awareness, and that means using your corporate colors. But don't stop there! Your website is also the perfect place to introduce some secondary and complimentary colors into your corporate identity.

## 4) Make sure your site is laid out in a way that is easy to follow.

Visitors to your website should not have to struggle to navigate your site. Choose a font that is easy to read and take extra steps during the editing phase to ensure your copy is short and direct. Place important items like job search buttons and calls to actions in easy-to-find places towards the upper portion of your site to entice visitors to utilize those functions. It should be easy to find your contact information and links to your social media accounts.

## 5) Avoid long lists & text when possible.

Utilize elements like icon boxes, charts, accordions and sliders to keep big lists of text engaging to your audience. Tying together images and text helps to make sections of your site stand out, and helps a user retain pertinent information.

### Does your website need an update?

Start here! Browse our [portfolio of recent web projects](#) for inspiration, or [connect with a marketing educator today](#).



# Be Prepared, Be Flexible...With Temp And Contract Placements!

By Judy Collins

Natural and man-made disasters can strike any time. Outages common during natural disasters such as Hurricane Laura and wildfires ravaging California point out the need for advance planning to ensure continuity of business operations. Similarly, the man-made disaster of forced business closures in response to COVID-19 created severe impacts in the labor market. Regardless of the causes of disruption, we must be prepared to deal with them and be flexible in the face of these challenges. As our British friends might say, we must "keep calm and carry on."

With challenge comes opportunity. We can make our businesses more robust and better able to operate despite disturbances to infrastructure such as power, water, transport, and communications. Likewise, forced closures of businesses due to the COVID-19 virus presents recruiters with unexpected opportunity to make placements due to turmoil in the work force.

Keep current with the marketplace. There are many winners and losers. If your specialty is not surviving and thriving look to correlating positions. Try to match up worker skill sets with positions in industries that are doing well. The market is moving fast. Let your clients know you are aware of their challenges. Just because you are working remotely you cannot be disconnected from what is happening in the marketplace. Be flexible so you can move with the market. Keep your database aware of new job opportunities in other fields in which they may work.

Early in 2020 we began contending with the impacts of forced business closures. As a result, remote working for employees has become a virtual standard. Some hidden opportunities for recruiters arise from all this. Some former full-time workers who are now encouraged or forced to work at home may well develop a preference for the more flexible lifestyle they can enjoy out of the office. They may find themselves back in the candidate pool and looking for assignments that ensure them the desired flexible work arrangements. Many of these positions may be temp or contract positions: *ASA Staffing Index* data for the week of August 10-16 shows an increase of 2.4% for temp and contract positions.

For those workers who have been laid off, contract workers likely will be hired back sooner than direct hires. This is due to companies being unsure about the future: concern about another wave of COVID-19 cases may lead to yet another mandated shutdown. Other workers, tired of the burdens and inconveniences of social distancing imposed in high population-density cities may opt to pack up and join the exodus to the suburbs, smaller towns, or even rural locations. These folks present another recruiting opportunity when they rejoin the labor market!

Faced with infrastructure impacts, we must recognize that people depend upon receiving their pay regardless of what may be happening in your physical location...payroll must go out. Your temp and contract placements may be remote from the area directly affected by the disaster and will likely continue to work unimpeded while they watch the disaster unfold on the news. You must plan for the day when your business operations are threatened so that you can respond in a manner that ensures continuity of service to your clients.

Be ready to take advantage of these opportunities by partnering with a back-office provider such as Evergreen Contract Resources. This will enable you to act quickly to handle your clients' requests. You can provide these services immediately if you are set up in advance. Call Evergreen today and we will set you up. There is no cost. No obligation. Use us when you need us. We can benefit from better preparedness for disasters if we learn from recent events! Follow these guidelines and BE PREPARED, BE FLEXIBLE...WITH TEMP AND CONTRACT PLACEMENTS!



*Judy Collins*

*Evergreen Contract Resources*

*713-297-5808 – Office*

*713-858-2677 – Cell*

*100 Waugh Dr. #300*

*Houston, Texas 77007*

*NAPS Harold B. Nelson Lifetime Achievement Award Winner*





What are the characteristics you look for when investigating and evaluating a new recruiting desk? - Michael

ANSWER: That is a really good question. Most people would want to go to an industry that is new, hot, and sexy. Let me defend why. The hottest industries attract every new recruiter. Because if you are asking that question, are not 80,000 other people asking the question?

For example, like when I got into the business in 1989 and 1990, we kind of slipped into a recession, like in any recession a lot of hiring slows down except in the pharmaceutical industry. I remember in 1990, 1991, 1992, and 1993, pharmaceuticals was a really, really hot marketplace. I just remember going to conferences and meetings, and everywhere you looked was pharma.

The problem was it was loaded with work with HR, 3K flat fees, 5K flat fees when the average fee was closer to \$10k. There were very few fun relationships. And then it was biotech for a while. What I am saying is that people always look for what is new, hot, and emerging.

What I really would challenge you to identify, Michael, is a niche where it is slow, mature growth. Why? Recruiters tend to ignore that space. For those who have been around for a while, you have heard me say this before.

When I got into the business, one of the most successful recruiters, if not the most successful recruiter in the MRI network at that time, was doing somewhere near \$500,000 a year by himself. Since 1990, I think, or maybe even a little bit before, he was recruiting in the domestic shoe industry.

Now, talk about an industry that has been outsourced to Europe and Asia, it is the domestic shoe industry. I remember talking to him, and he said that he was one of the only recruiters in that space.

If you find spaces in manufacturing, technology, there are some mature areas of tech, not the latest and greatest. I am not saying do not do the latest and greatest, but I am just saying you are going to have a lot more competition. The trick is to find and identify a more mature market that is kind of steady Eddie growth that you have an affinity to. That is the second qualification. Do I enjoy talking to the people in the space? Do I find what they are doing interesting? Because why subscribe to a desk where you are absolutely bored out of your mind for the technology. Those are some of the criteria I would use.

Finally, can I identify within that niche 400 companies, in the startup to \$200 million in revenue range? You can do that using tools like Hoover's and other online resources. Those are the three steps I did every time I wanted to add a new desk to my recruiting firm.



Bonus: Do you want more of these questions? Visit [www.TheRecruiterU.com](http://www.TheRecruiterU.com) and enroll in my free video series The 6 Assumptions Recruiters Make that Crush Their Billings & Motivation & How to Fix Them Forever!"

Also, if you would like help installing these philosophies into your business with one of our programs please drop us a note at [info@TheRecruiterU.com](mailto:info@TheRecruiterU.com) and we can see if or how we can help!



# Owner's Outlook



Barb is recognized internationally as one of the top experts in the Staffing and Recruiting Profession.

She has addressed audiences in North America, Asia, Africa and Europe. Barb has developed web based training programs that are distributed in several countries, she writes for numerous publications & authors one of the most widely read online publications, The No BS Newsletter. She has authored several books, created mobile apps & is often quoted as an industry expert.

Barb became a trainer to promote responsible recruiting & to allow owners, managers & recruiters to make more money. 100% of Barb's Top Producer Tutor clients have increased their sales & profits.

Barb also developed Happy Candidates to allow Staffing & Recruiting Firms to focus on the 5% of candidate flow they place, but also provide an amazing resource for the other 95%. The resource has provided many benefits for owners which include: increased referrals, elimination of the greatest time waster (time spent on candidates you won't place) increased sales and dramatically improved word-of-mouth advertising. Barb has been, is & always will be defined by making a difference in the lives of others including the candidates we can't place on an assignment, contract or job.

Most recently Barb created & launched an easy to use Metric Tool called The Sales Performance Indicator which includes the proven 140 point system. This tool alleviates inconsistent production, helps prioritize activities & predicts trends.

Barb speaks at conferences, conducts webinars & provides in-house training & offers consulting. Her ideas are easy to implement and participants realize a strong return on their investment of time & money.

Bottom Line: Her enthusiasm and passion for this Profession are contagious!

## PEOPLE DON'T WANT TO BE SOLD

It seems like yesterday that the entire world was so very different. So many of the normal freedoms we enjoy were taken from us in a matter of days and the isolation and limits have impacted millions of people.

As companies continue to reach out to employees who were furloughed or laid off, they are realizing many are not ready to return to work. Many people will only accept a job allowing them to work remotely and the uncertainty of what schools will do in the fall have caused many parents to take a "wait and see" attitude until January 2021.

It is impossible for companies to operate without people, which is why so many of you have seen an increase in the volume of business written. We've returned to one of the pre-pandemic challenges, where it is difficult to find the talent willing and able to fill our open job orders, contracts, and temporary assignments. Many candidates are willing to work or change their jobs and many companies are hiring, but so much depends on how you position yourself.

Please share the following information with your Recruiters and Sales Team. Candidates and clients will buy, but they are tired of being sold.

During my interactions with candidates and clients, they have shared their frustrations with recruiters who sell first and listen second. Prospects who don't know the benefits you can offer are tired of being pitched and because they are being bombarded by calls from recruiters, they've included us all in the same "you people" description.

Your prospects and clients are facing problems, demands, and challenges they have never faced before. If you want to write more business, position yourself as a workforce | workplace expert and ask them relevant questions before you sell anything. It is impossible to position yourself as a logical solution, if you do not know what challenges each prospect or client is facing. In addition, their challenges and problems continue to evolve which is why you must stay in touch and informed. Share some of the relevant information you read in **Employment Marketplace** which will also help position your team members as a trusted advisor and consultant.

Candidates are tired of recruiters pitching jobs even on voicemail and as a result have stopped returning calls or acknowledging email. Some candidates will work, others will not. Some candidates will go to work onsite, others will not. It is up to you to make enough contacts to find those candidates who want to work and are the caliber your clients will hire! Discuss what is most important to them, their timeframe and what they see as their next career move.

I know many of you are frustrated right now because of how much your business, personal life and bottom line has been affected. But we still have a responsibility to help change other people's lives for the better and to help our clients achieve their goals. It's more important than ever that your team knows to focus 100% on how they can benefit the people they contact! Your clients and candidates will buy, they just don't want to feel like they are being sold!



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# MID SIZED Growing Companies STAFFING RECRUITING SMALL



## Very Important Candidate Program

We should always recognize the importance of the people who we serve in finding them career opportunities. This whether we have placed them on a temp/contract assignment as our employees, placed them as a direct hire position or simply have worked with them to this end. We value all of these persons as people as individual persons with their own goals and aspirations and the key assets for our company, not as a transaction once completed and then ignored after that has been processed. We work with only highly qualified individuals that we want them to think of us to as their strategic ally over time.

Thus as a small privately held company, we don't have the pressure to make quarterly earnings per share. We take the time to get to know the people we work over their career, we know that if you are treated right you will come back to us again and again over your career and let others know about your experience which will in turn help a company thrive and be of the same service to more and more people. That is a win-win proposition, which is our credo. Which we call this our VICP for our very important candidates.

Our VIC program includes the following elements:

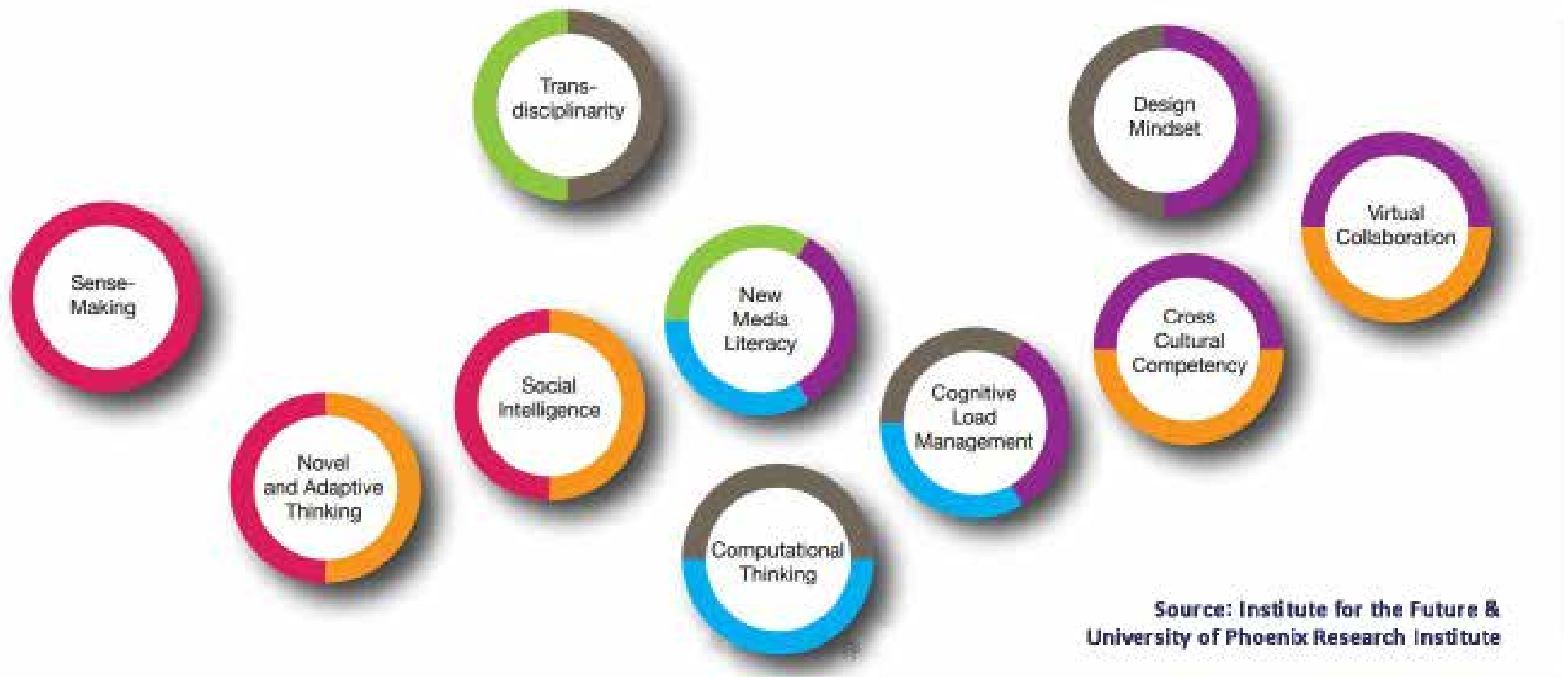
1. Paying you what you are worth. We know the market and what quality candidates are worth and try to get you the best deal we can. This includes not only the pay and pay ranges, but benefits, working conditions, company culture, etc. We research the marketplace as what a top performer is worth and properly represent you to the employers so they know they are getting someone who is worth the price they are paying. This, based on getting to know you personally, your aspirations, your accomplishments, your years of experience, your references and intangibles. And then we explain how you will, in fact, be an import contributor to their firm and enhancing their bottom-line. This, compared to less qualified applicants that they might see from a transactional staffing firms who may try to make a deal at your expense, or misrepresenting the job or candidate.
2. Your career resource. A specific person should be tasked as the VICP's advocate. Although we do not purport ourselves to be career counsellors, we know the employment marketplace as to which areas are doing well and which ones have a good prospective future. This, is from an: a healthy industry basis, a job classification and a geographic basis. We use this information to help guide your career decisions, so you can make informed decisions as to which opportunities you might want to favor. Though no one can truly foresee the future, we do provide periodic reports and trends on what we are seeing vs. temporary aberrations to our prior and current candidates, and offer our guidance as needed. Today's candidate is tomorrow's resource, network contact or hiring authority.
3. Company information and coaching. We will prepare you for your interview, letting you what we know about the company you will be interviewing with. This, from public sources and from our relationship with that client. We will prep you for your interview and coach you as to what you should be prepared for you with your visit with the client, including: questions you should be prepared to answer; what you should ask or comment about to the client, including the specifics of your job; "do's and don'ts", etc. We will provide you with feedback from your interview when we receive it. We will also negotiate the offer where there are questions and concerns.
4. Perks. From time to time there will be certain perks or benefits that we will make available to you. This, from events that may become available to us which we will share with you, to thank you perks for representing us well with the company you are working for and your friends and associates whom you have referred to us, to knowing that you are working for or got your job from a company you are proud to be associated with.



Mike Neidle is President of Optimal Management Inc. started in 1994 see ([www.optimal-mgt.com](http://www.optimal-mgt.com)), LinkedIn Michael Neidle or call 650-655-2190, mentoring staffing owners and managers to maximize sales, profits and company value. He was Senior, Executive VP for 2 national staffing firms; CEO, CFO, Director of Planning/M&A and Marketing Director from start-ups to Fortune 500 Corporations. He has an MBA and an engineering undergraduate.

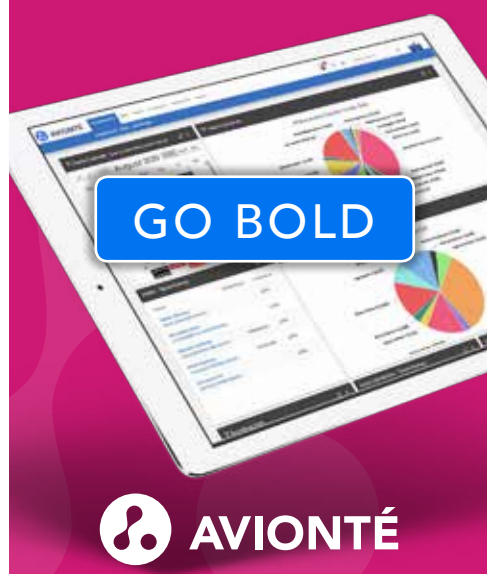


## Top 10 Soft Skills for the Future Workforce



goodbye  
basic.

Hello  
BOLD.



# Avionté RAW: Real Analytics Weekly – Week 32

**Week 32 continues to display a strong rebound for the staffing industry.**

Week 32 continued the strong recovery of the staffing industry. I think at this point, we may be able to say “recovered”! As shown in the numbers, the industry in general (particularly C/LI) has declined in each of the last 3 years. I’m very interested to see if this current growth trending to continue in 2020 will surpass 2019 levels.

For this week, all major indices were again positive, and Gross leading the way with a massive 3% Week-Over-Week increase!

**This brings the YTD total within 1% of where we stood at the beginning of the year.** Also, note the strong 4-week average – and consistency – of the 4 main metrics. Strong last month!

Metric	WoW %	YTD% *	4 Week %
Assignments	2.6%	-5.7%	8.9%
Hours	0.8%	-4.3%	9.0%
Gross Payroll	3.0%	-0.9%	8.5%
Total Billing	1.5%	3.0%	9.5%

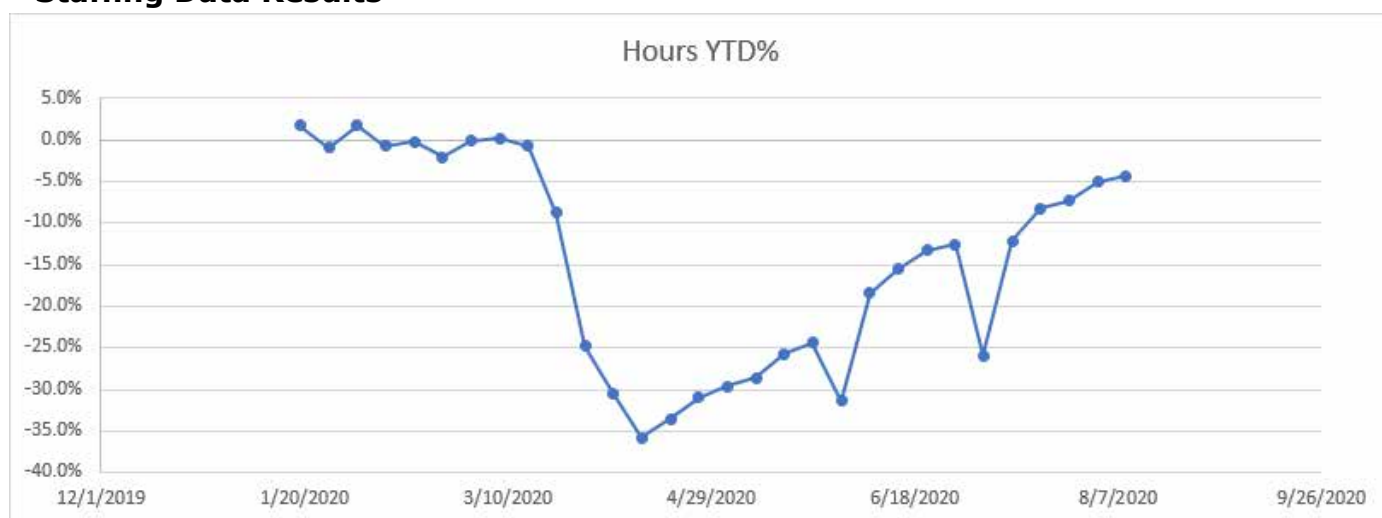
\*YTD is measured from week 2, January 12th week ending.

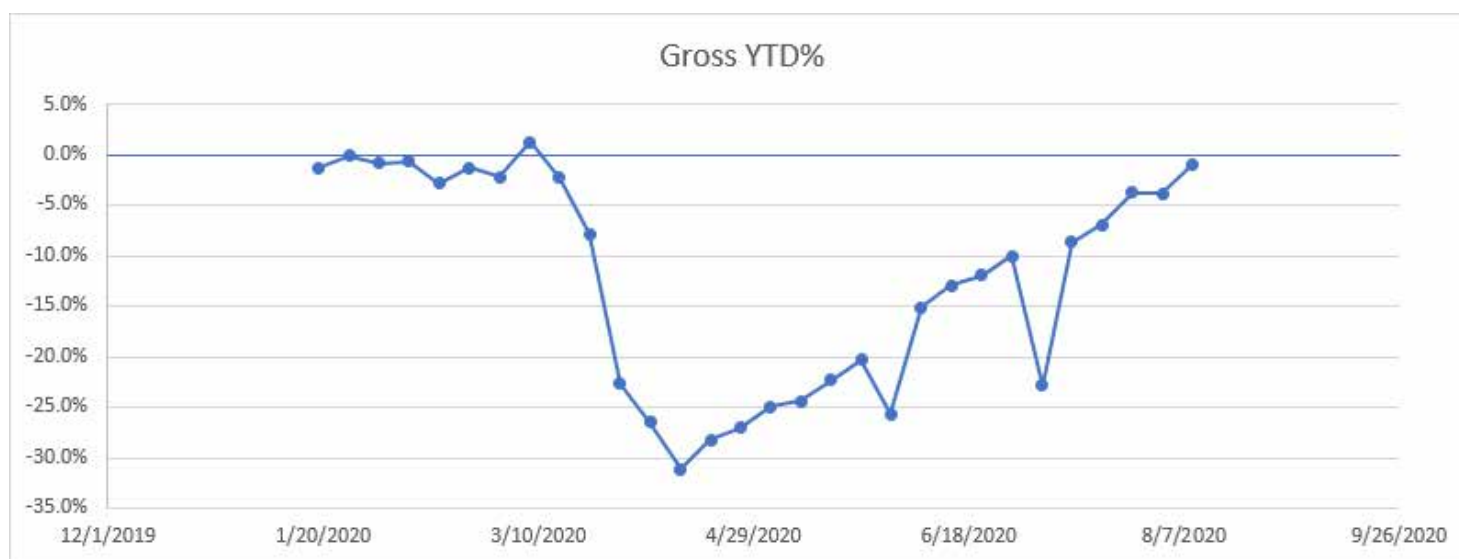
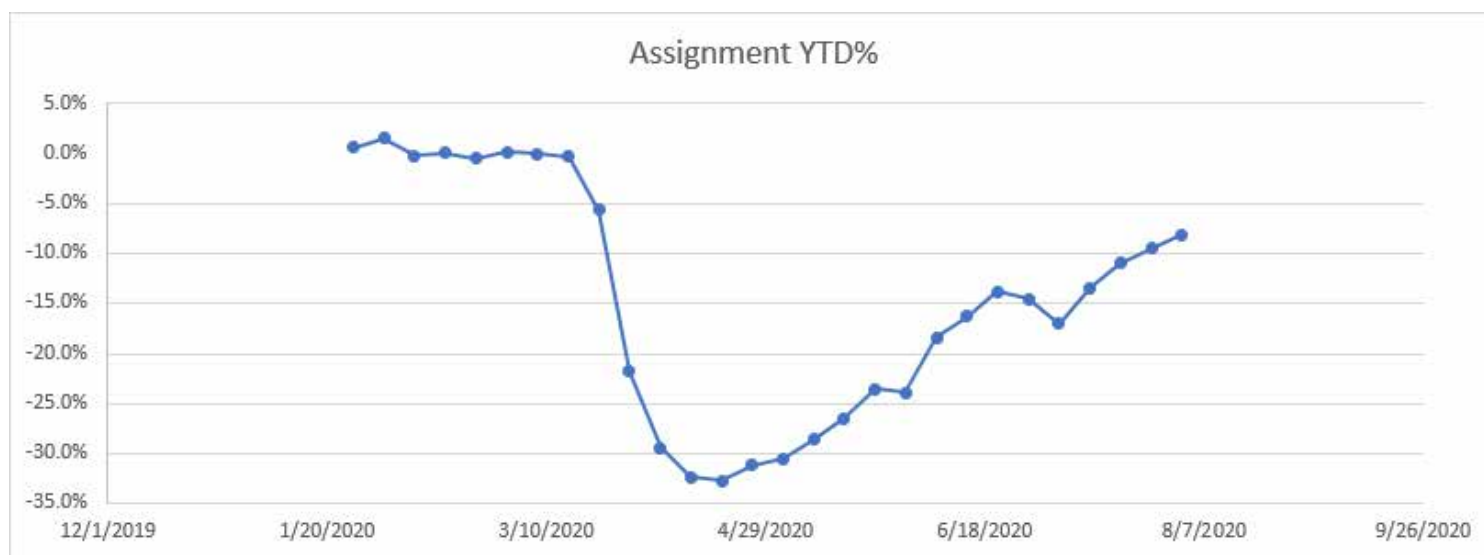
## Users

We are also tracking our distinct users as a proxy to see what staffing companies are thinking from an internal staff point of view. Week 32 showed a solid gain of .7%, following 2 softer weeks



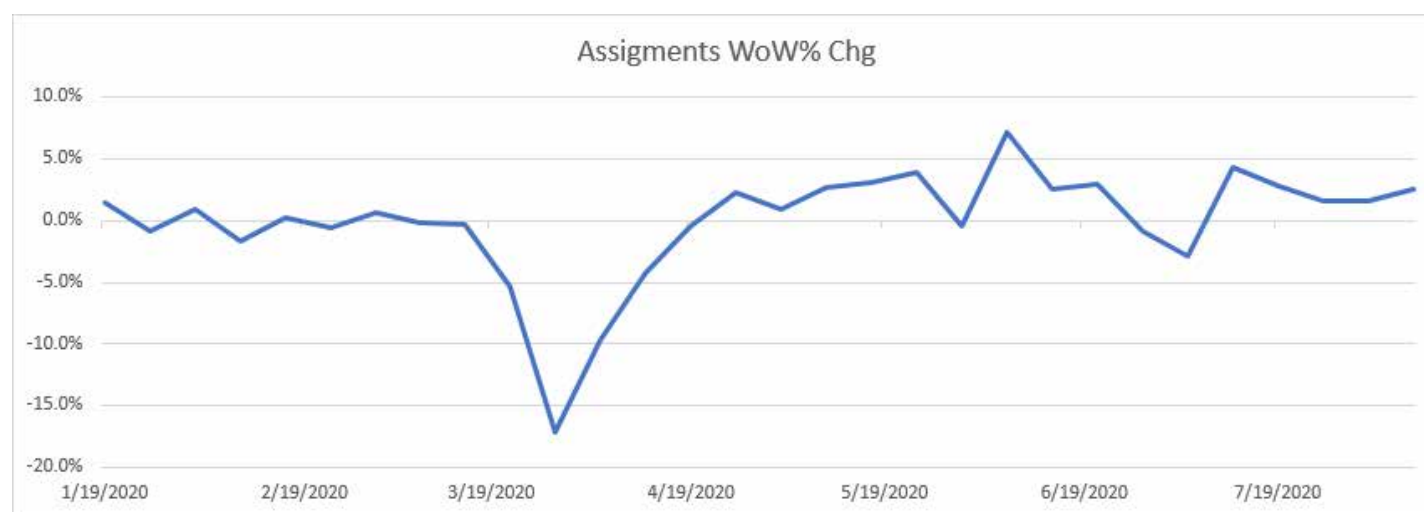
## Staffing Data Results



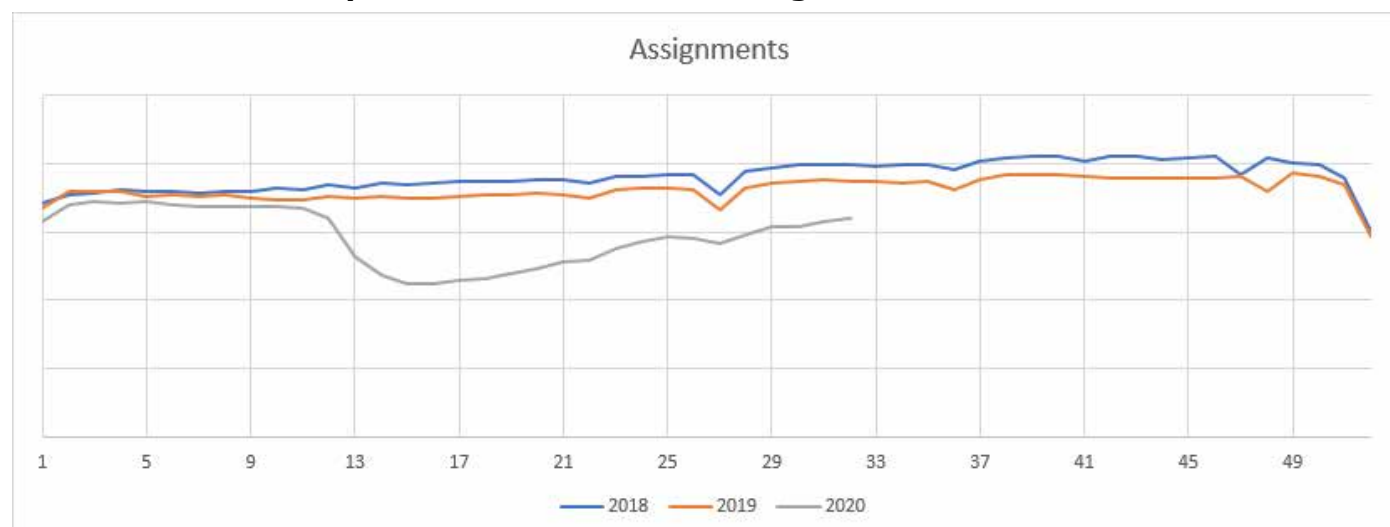


### Rate of Change

The rate of change shows the percentage movement week-over-week so that we can get a sense of trending up (or down) faster or slower.



### Year over Year comparison: 2018-2020 Staffing Hours

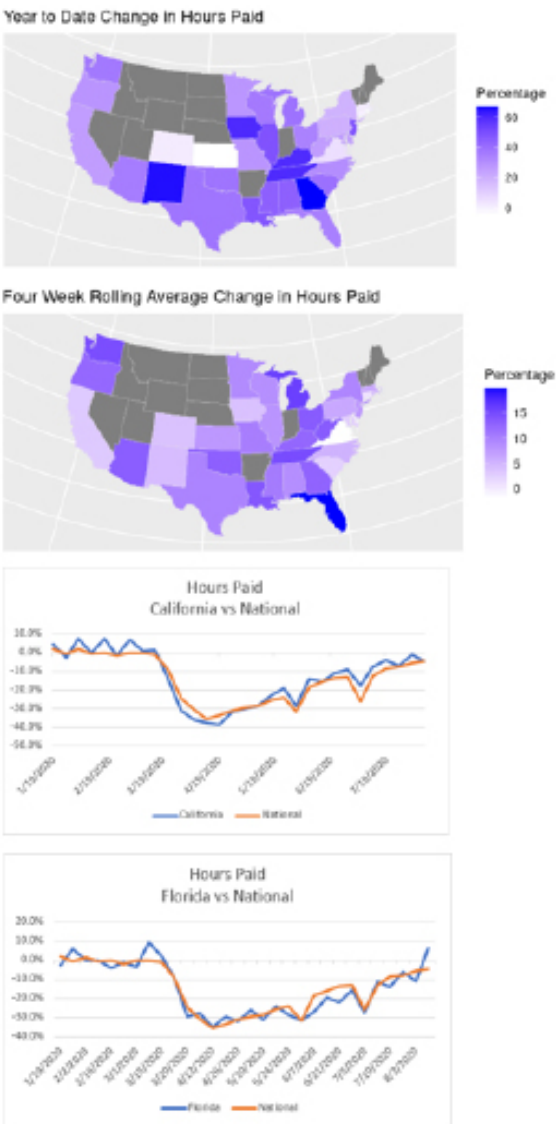




Individual State Performance

The state is where the work was performed (customer worksite) and we’ve only included states where we have substantial hours (> 10,000), to help display trending.

State Code	WoW%	Rolling 4 wk%	YTD%
AL	4.00%	8.80%	44.40%
AR	6.00%	13.30%	35.70%
CA	-3.80%	3.20%	25.80%
CO	-9.00%	3.90%	1.90%
CT	-8.20%	0.90%	0.10%
DE	9.00%	0.20%	28.10%
FL	19.40%	19.80%	34.90%
GA	3.00%	12.70%	66.80%
IA	-1.20%	4.00%	60.00%
IL	1.80%	8.10%	48.50%
KS	-0.90%	7.80%	-4.10%
KY	3.60%	12.40%	59.50%
LA	7.10%	13.80%	47.60%
MA	-1.40%	6.10%	1.90%
MD	-9.80%	2.80%	26.20%
MI	5.00%	15.90%	38.90%
MN	-0.30%	9.10%	28.00%
MO	3.40%	10.30%	28.20%
MS	-16.90%	10.50%	44.30%
NC	-0.40%	5.30%	30.80%
NE	-6.90%	44.60%	67.60%
NJ	-1.10%	7.80%	48.20%
NM	5.30%	4.40%	65.40%
NY	-0.10%	9.50%	19.00%
OH	-3.20%	13.50%	34.20%
OK	5.70%	13.10%	38.50%
OR	18.80%	12.30%	28.40%
PA	-4.10%	6.20%	19.90%
RJ	-6.20%	4.40%	-3.60%
SC	-3.10%	2.50%	39.60%
TN	3.00%	14.80%	59.70%
TX	3.40%	9.70%	38.10%
VA	-5.30%	-1.70%	5.40%
WA	0.00%	14.70%	37.10%
WI	9.80%	8.60%	36.60%
WV	8.20%	13.50%	25.90%



For those new to the Avionté RAW series, the numbers reflected are based on an aggregation of hosted Avionté data from hundreds of customers across the US and Canada.

Written by, John Long, Avionté, Founder & Co-Chairman, and Natalie Flint

About Avionté  
Avionté is a leader in enterprise staffing and recruiting software solutions, offering innovative end-to-end staffing solutions to over 900 customers and 25,000 users throughout the U.S. and Canada. Avionté delivers a robust platform for clerical, light industrial, IT, and professional staffing firms to maximize profits and boost productivity.

Reaching the staffing & recruiting Industry for over 30 years EMinfo is your source for all the tips, trends & expert advice!

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# NEWS RELEASES

## NPAworldwide Adds Five New Member Firms

Five new member firms joined NPAworldwide during June 2020. They are as follows:

Tom Sorensen Recruitment Co., Ltd. ([www.tomsorensen.in.th](http://www.tomsorensen.in.th)), Bangkok, Thailand

Retained search services for multinational companies in the areas of manufacturing/industrial/energy, logistics & supply chain, consumer products, financial services, professional services, technology/media/telecom, and travel/tourism/leisure

Tier 1 Consulting, Inc, Atlanta, Georgia, USA

Areas of focus include information technology, senior-level sales professionals, financial services, and operations

Fusion Recruiters ([www.fusionrecruiters.com](http://www.fusionrecruiters.com)), Milwaukee, Wisconsin, USA

Specialists in the areas of human resources, product management, marketing and sales, as well as accounting/finance, operations/engineering, procurement, and legal throughout the USA

The Pursell Group ([thepursellgroup.com](http://thepursellgroup.com)), Tulsa, Oklahoma, USA

Executive search firm specializing in animal science, veterinary, agriculture, nonprofit and sales and marketing

Human ([recruithuman.co.uk](http://recruithuman.co.uk)), Sheffield, South Yorkshire, United Kingdom

Specialist HR recruiter working across the UK and internationally

"Congratulations to each of our new member firms," said Dave Nerz, president of NPAworldwide. "By joining the network, these recruitment firms are invested as owners. Our continued membership growth allows independent recruitment firms to more effectively serve their clients and candidates by adding or increasing split placements."

NPAworldwide membership is offered on a selective basis to independently-owned recruitment firms who meet the network's enrollment criteria and have a strategic interest in making split placements.

About NPAworldwide. NPAworldwide is a global recruitment network facilitating placements between its members. The network has more than 550 member offices across 6 continents. For more information, please visit [www.npaworldwide.com](http://www.npaworldwide.com) or [www.npaworldwideworks.com](http://www.npaworldwideworks.com).

Editor: Pat Turner  
Art Director: Tiffany Turner  
Advertising : Rick Turner

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