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Preparing Clients for Q4:
What Staffing Agencies
Should Be Doing



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A Whole New "Gig
App" World in
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DID YOU KNOW?

* According to the [2025 SIA Healthcare Staffing Market Growth Assessment](#), locum tenens is experiencing consistent growth with a growth projection of 6% in 2025. Over the next decade nurse practitioners are projected to grow by 46.3% and physician assistants are expected to grow by 28.5%. pg 5

* Even in average conditions, [filling positions](#) takes an average of [44 days](#) in the United States. Q4 squeezes that window further—making late action risky and reactive. pg 9

* In a world where perception equals opportunity, your firm's reputation is your most valuable asset. It's not static, it's shaped daily by how your team interacts with candidates, clients, and one another. pg 11

*The main difference between an EOR and a PEO is the legal responsibilities for the worker. pg 12

* Your memory will be carried in the minds of the people you touch. Finding what those people yearn for and finding a way to help make it happen is called being a mentor, a benefactor, an advisor. Your legacy will be in how you impacted the legacy of others. pg 16



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A Whole New "Gig App" World in Healthcare Staffing

By Jennifer Roeslmeier Mikels

Over the past several years the term "gig work" has been on the rise. Especially during the pandemic, we saw a shift to more US workers seeking freelance work and more flexible work schedules. Gig work allows workers to have more autonomy in their schedule, giving them the opportunity to choose when they want to work and steering away from the traditional 9-5 job.

Recently, we have also seen this transition in the healthcare industry, as short-term contract work is on the rise. Short term staffing contracts are becoming **more** appealing in the healthcare industry due to it being a more cost effective option compared to long-term contract work. So, what does all of this mean for healthcare staffing companies? In this article, we will look at the opportunities this presents for healthcare staffing companies and dive into how staffing companies can adapt a mobile-centric staffing strategy to offer a competitive edge.

The Rise of Locum Tenens and Per Diem

According to the [2025 SIA Healthcare Staffing Market Growth Assessment](#), locum tenens is experiencing consistent growth with a growth projection of 6% in 2025. Over the next decade nurse practitioners are projected to grow by 46.3% and physician assistants are expected to grow by 28.5%. Per diem also presents an appealing option for the healthcare system as short term work provides flexibility and is a more cost effective option.

The [SIA Healthcare Staffing Market Growth Assessment](#) also expects more healthcare professionals to seek flexible work schedules in 2025, including self-scheduling, part-time work, gig work, longer breaks between contracts, and seasonal roles. Healthcare workers are also prioritizing a more balanced work schedule to avoid burning out.

Adopting a Mobile-Centric Staffing Strategy

With the rise of short "gig" type work in healthcare, staffing companies can home in on providing healthcare workers with this kind of work opportunity to attract and retain top tier talent. Mobile apps are a great way for staffing companies to tap into this market.

The Power of Mobile Apps for a Gig Economy

Adopting a [candidate mobile app](#) into your tech stack gives nurses and other healthcare professionals the flexibility to search available shifts, apply, and even accept assignments on the spot. Some ATS's now even have built-in AI tools that will automatically match healthcare professionals with shifts. Recruiters can set the criteria for the assignment and automatic shift invitations go out on specific days and times. Right from the staffing agency's mobile app, nurses and other healthcare professionals can accept the shift on the spot.

AI-Powered Shift Invitations

AI-powered shift invitations are not just the future of staffing, they are here. This gives nurses and other healthcare professionals the flexibility to self-assign themselves to shifts they want to work and helps staffing companies fill positions **quicker**. AI-powered shift invitations can be particularly helpful for staffing companies when needing to fill a mass order.



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Selling Point for Hospitals and Healthcare Facilities

On the other side of things, according to the [SIA Healthcare Staffing Market Growth Assessment](#), healthcare facilities are **also** looking to tap into tech-enabled staffing platforms to get local talent on demand. This can be a big selling point for staffing companies. Staffing companies have access to large talent pools and can access this talent on-demand—offering the ability to fill open shifts quickly.

In-App Messaging

Some mobile apps also offer the ability for nurses and other healthcare professionals to message with the recruiter in real-time. If the healthcare professional has questions about open shifts, this is a quick and easy way for them to reach out to the recruiter.

Credential Management

In healthcare staffing, credential management is key. The top [healthcare staffing software platforms](#) can manage credentials with ease and can send notifications out to healthcare professionals with expiring credentials. A mobile app can be another avenue for healthcare professionals to easily upload their credentials. In a gig economy, healthcare workers want to be able to work shifts as **easily** as possible. The ability to send out notifications to workers with expiring credentials is critical, but at the same time it is also critical to be able to easily upload credentials, hassle free.

Entering the “Gig App” World

Whether you staff in healthcare or other industries, the “gig” economy has been on the rise over the past several years. Being able to accommodate for it can help broaden talent reach. Freelance workers who may not normally work with a staffing agency can now work with them to find gig opportunities. In the healthcare industry, we can see from the latest healthcare reports that there is a “shift” happening in the healthcare industry. Nurses and other healthcare professionals are becoming tired of working long hours and are welcoming a more gig-type work style with open arms. Adapting to a “gig” healthcare community can help set your staffing agency apart. It not only opens your talent pool, but hospitals and healthcare facilities are seeking ways to easily hire short-term contract workers on demand. This becomes an additional selling point for your staffing agency.

A [candidate mobile app](#) is the best way to accommodate for a gig economy, as everyone has their phone with them 24/7. It provides the flexibility gig workers are looking for. If you are not sure where to get started with adopting a mobile app, your [staffing software](#) is the right place to start. See if your staffing software has a mobile app that can accommodate some of the features discussed above *because* a whole new “gig app” world is here.

Interested in learning more about the rise of the gig economy? Join us at [Staffing World](#) on Tuesday, October 7th between 1:10 – 1:20 PM for our Knowledge Hub Presentation on Stage 1. Learn about our speaker, Bob Pettke, a staffing industry veteran, [here](#)!

*Want to learn more about adopting a mobile app for your healthcare staffing agency? [Schedule a demo](#) of Ultra-**Staff** EDGE Staffing Software, a full front, middle, and back office solution designed for healthcare.*

[Read more from Jennifer Roeslmeier Mikels](#)



After 40 Years...

Congratulation Mel...

We want to congratulate Mel Wienberg on a successful career of 40 years in the recruiting business. His team went all out on his retirement party, and I was lucky you invited me! It was wonderful to hear his heartfelt stories that shaped his career and his company. So many people showed up to tell how he impacted their lives. Mel truly believes in helping people, and he made that his life's work.

Mel continued to grow in his career by attending educational events like MKSSA and NAPS. He always believed he could learn new things and implement them to do a better job.

He also shared how he tried to offer his employees a job with health insurance that helped them and their families. This wasn't easy in the early days as his company was small and there were not many options. But Mel never gave up! Thus we are celebrating his retirement from a long successful recruiting career with many of his former employees showing their support and stories.

Good Job, Mel. We wish you much future enjoyment with family and friends. Thank you for including EMinfo at the big celebration!



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Preparing Clients for Q4: What Staffing Agencies Should Be Doing Now

By Lynn Connor

Q4 Staffing Strategies: How to Lead, Not Follow

Q4 is fast approaching—and for clients in sectors like retail, logistics, healthcare, and hospitality, it often signals the busiest and most critical quarter of the year. Whether they're ramping up for holiday demand, tackling year-end projects, or budgeting for the next fiscal cycle, they need staffing strategies that arrive early, not just react.

Here's how your agency can lead, not follow, with smarter Q4 prep.

1. Guide Clients Through Workforce Forecasting

Start preparing clients for Q4 planning *now*—not when job orders hit.

Many employers underestimate the time required to recruit quality talent. Help your clients anticipate:

- Holiday peak demand and seasonal shifts
- PTO-heavy weeks and employee absences
- Year-end project deadlines
- Q1 staffing driven by new budgets

A helpful resource: [Indeed's "Workforce Planning: Definition & Process" guide](#) walks clients through demand forecasting, skill gap analysis, and staffing alignment in digestible terms.

2. Build Q4-Ready Talent Pools

Get ahead while the market is still moving.

- Reconnect with past high performers eligible for rehire
- Identify candidates with flexible availability for holiday shifts
- Tag talent by credentials, shift preferences, and readiness
- Update availability and contact data to avoid surprises

If you're using COATS Staffing Software, leverage internal flags and status codes to keep these pipelines organized and client-ready.

3. Check Compliance Before It's Critical

An ounce of compliance now saves tons of stress later. Help clients verify:

- Complete I-9s and W-4 documentation
- Accurate classification of contractors vs. employees
- ACA tracking and reporting protocols

For compliance guidance, reference the [IRS Employer ACA Guidelines](#).

4. Share Holiday Schedules & Cutoffs Proactively Avoid confusion by communicating deadlines early.

Provide clients with your agency's:

- Payroll cutoffs for holiday weeks
- Switch formats: weekly or monthly timecard submission
- Office closures
- Final placement cutoff for the year

For wages, pay and benefits, [this FLSA page](#) is a great reference.

5. Encourage Early Job Orders to Beat Competition

Don't wait until demand overwhelms supply.

Explain the value of early orders:

- Better access to top candidates
- Greater scheduling flexibility
- Reduced premiums on rush placements
- Lower risk of mismatches or no-shows

Q4 historically triggers seasonal demand upticks,

especially as companies finalize year-end projects and prepare for new initiatives—temporary and contract placements typically rise.

Employers are signaling strong hiring demand, though economists caution that overall job growth may stay moderate through early 2026.

6. Deliver Insights, Not Just Hires

This is where real value comes in.

Position your agency as a valued advisor by:

- Sharing what roles and skills are trending
- Comparing competitors' hiring tactics
- Sharing Q4 insights from past successes
- Advising where your clients can save time and money

Why It Matters Today

Even in average conditions, [filling positions takes an average of 44 days](#) in the United States. Q4 squeezes that window further—making late action risky and reactive. Well-prepped agencies deliver better placements, faster service, and stress-free client experiences.

Don't wait for the holiday rush to prove your value. Help clients get ready now—with clearer forecasting, faster pipelines, and proactive support. That's how your agency becomes a trusted partner in Q4 success.

Ready to outpace the competition? Learn how [smarter staffing software](#) can help you be faster, more efficient, and more strategic. Reach us at sales@coatssql.com or 800-888-5894

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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!

Your Firm's Reputation: The Magnet (or Repellent) for Top Talent and Clients

by Barbara Bruno

In the competitive world of staffing and recruiting, your firm's reputation is not just a reflection of past performance. It is your most powerful tool for future success. For firm owners, your brand image doesn't just shape how clients and candidates perceive you, it also determines whether the best employees want to join your internal team.

The competition for internal talent is real. Skilled recruiters, researchers, sales professionals, and leaders are in high demand. They aren't just looking for a job, they're evaluating which firm will enhance their career, provide a value-aligned environment, and give them the tools and reputation to succeed. If your firm is known for unrealistic expectations, poor leadership, outdated tools, or a "churn and burn" mentality, you're not going to attract or retain the best internal team.

The opposite is also true when your firm has a reputation for strong values, ethical high-touch relationships, and clear growth paths for team members, you'll attract and retain top performers who want to be part of something bigger.

Your firm's public reputation online reviews, social media, client testimonials, and candidate feedback is easily accessible and heavily weighted in the decision-making process of potential clients.

Owners often focus on performance metrics like fill ratios and time-to-hire but overlook that buyers today are vetting their partners' online presence, Glassdoor ratings, and social proof before even taking a call. If at least 40% of your new clients are not referred by your current clients – this is an area that needs your attention.

A stellar reputation positions your firm as a strategic partner, not just a vendor. It leads to repeat business, larger scopes of work, and clients who trust you to represent their brand. A poor reputation, on the other hand, closes doors before you even know they were open.

Candidates share their experiences. Whether it's a ghosted follow-up, a misrepresented job, or a warm and professional interaction, word spreads fast. Sites like Indeed, Google, and LinkedIn host candidate reviews and stories that influence others' willingness to work with your firm. Over 40% of the candidates you place should also be referred. If that is not your reality, this is an area that needs your focus.

And in today's market where passive candidates are well networked and have choices, your reputation can make or break your ability to attract top-tier talent.

Even if you source the perfect fit, a bad reputation can lead them to decline the opportunity or distrust the role. Conversely, when your firm is known for honest

communication, respect, and strong matches, you'll get more referrals, stronger pipelines, and longer-term loyalty.

As the owner of your firm, *you* set the tone. Your vision, hiring decisions, quality standards, accountability measures, and investment in people all shape how your firm is perceived. This isn't just a marketing pitch, it's a leadership standard you must meet.

Audit your digital footprint. Gather feedback from candidates and clients. Ask your internal team what they'd say if a peer asked, "What is it really like to work there?" These insights are your roadmap for strengthening your firm's brand from the inside out. Conduct "stay" interviews and have your employees post videos on their social media sites showing why they enjoy working for you!

In a world where perception equals opportunity, your firm's reputation is your most valuable asset. It's not static, it's shaped daily by how your team interacts with candidates, clients, and one another.

By intentionally cultivating a culture of integrity, responsiveness, transparency, and excellence, you can position your staffing and recruiting firms as the go-to workforce workplace experts for both elite talent and premium clients.

Learn more about [Barb Bruno](#)

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JUST ASK Judy



Time to Upgrade To a PEO/EOR

To grow your business, you must take care of the people that work for you. Employees are most interested in getting a competitive payrate, getting paid on time and correctly, and receiving the best reasonable benefits you can offer them. Moving up to a PEO or an EOR ensures that you are taking care of your people by offering them the best benefits at competitive rates and giving them access to their financial information via a personalized on-line dashboard. A PEO/EOR is taking care of you by making sure you are compliant with all state and federal labor laws, saving you time on employee management, and giving you the tools to make better business decisions.

So, when you are ready to:

- Help a client expand
- Add internal staff
- Open a new office
- Start a new division
- Offer better benefits while containing your cost, think about making the move to partnering with an EOR or PEO.
- Processes your payroll, manages deductions, tracks time, streamlines employment verifications, onboarding, and PTO approval.
- HR support, technology, training, and compliance.
- Tracks metrics on performance, engagement, tenure, and turnover.
- Provides risk management, workers' comp coverage, claim resolution, employee handbooks, and employee termination assistance.

Any of the above moves would require accounting and HR involvement, time requirements from existing staff or adding more staff, and financial support. PEO and EOR professionals can help with your next growth initiative.

How do you choose which is the best business partner to help achieve your goals?

EOR – Employer of Record

- Helps add contract staff working in multiple states without adding any financial burden.
- Add additional revenue stream while providing services to an existing or new client.
- Back up support for contract staff – onboarding, weekly payroll, invoicing, collection management, and payroll funding.
- Workers' comp coverage and benefit packages for contract workers on assignment.
- Set up to do business in other states without you having to set up corporate accounts to withhold taxes or cover unemployment claims for contract workers.

PEO – Professional Employer Organization

- Provides tools for talent management, personalized guidance to recruit talent, and competitive compensation programs.
- Offers benefits to your internal staff and contractors on assignment.

The main difference between an EOR and a PEO is the legal responsibilities for the worker. An EOR becomes the legal employer of the contractors you have out on assignment while working with a PEO you enter into a co-employment relationship, which means you have *shared* responsibilities for legal and compliance issues. Some contracts or MSA's (Master Service Agreement) require that the entity signing the agreement must remain the legal employer and cannot outsource this responsibility.

In this case working with a PEO is better. A PEO looks at the larger picture of providing services to the entire workforce. In the scenario that an entity is more focused on hiring contractors to help supplement their workforce and wants to separate these workers from their internal staff, an EOR is a better solution.

In both scenarios you receive help with employee onboarding, time collection, payroll processing, HR support, and compliance issues. Your time and resources are freed up to concentrate on the main objectives of your business.

If you would like to discuss any of these ideas or would like help defining a business strategy, please feel free to give me a call or contact me at judy@jcsrllc.com, or visit my new website at <https://www.jcsrllc.com> for more information.

[Read More By Judy Collins](#)



The 3 Most Effective Questions to Determine Urgency to Hire Now

The next question is from Steve in Atlanta. What are the three most valuable questions to determine urgency in a client?

How Long Has the Position Been Open?

One, I want to know how long the position has been open. I want to find out why it's not filled. Why haven't you filled it yet? Unless it is a brand new posting and they have just opened it up, I'm looking for them to say, *we haven't seen the right person yet*. This is a huge, huge red flag. I know I am not saying anything new to our tenured group. When I was new as a recruiter, I remember thinking, you know what, they have not worked with Michael Edward Joseph Gionta yet.

There was one job order, they had interviewed 37 people, and they did not hire them. The guy, the hiring manager, was a really nice and that is why I wanted to work it. I'm like, I'm going to go fill it. I think I provided interviews number 38 through 42 or 44, four or five interviews. There was always something a little bit off. Or you hear something like, *we will know it when we see it. We have not seen the right person yet*. What has been missing? We will know it when we see it.

Run. Run, my friends. Don't walk away from that. Run! That is Mr. or Ms. Perfect. When they run across it, they are probably going to be so insecure about it, they are probably going to drift in making an offer and lose the candidate anyway.

Timeline: By When Do You Want it Filled?

What I really want to do to determine urgency is dig deep into their timeline. If I am taking the search today, and they go, it's really urgent.

When do you want it filled?

ASAP.

Here are a couple questions I ask.

One of my favorites is, this is an old Tony Byrne question, but it's timeless, evergreen. On a scale of 1 to 5, with 5 being most urgent, and 1 being we can wait for the right person to come along, where are you on that spectrum?

Tony's response, I didn't agree with it because he only worked with 5's, and I worked with 4's. But I wanted to understand the 4's. If it was 3 or less, I was not going to work it. I go, why a 3 and not a 4? Why a 3 and not a 2? I remember Tony's response to this was, it was a great line, great recruiters try to turn 5's into 4's. Mediocre recruiters try to turn 4's into 5's. I'll say it again. Tony Byrne from *30 Steps in the Placement Process*, filmed in the 1980s, by the way, 1988 or 1989. Great recruiters try to turn 5's into 4's. Mediocre recruiters try to turn 4's into 5's.

What do we mean by that? If they say they are a 5, I'll say, it's a 5 meaning I mail you over a resume, we will be able to have a conversation on the same day and set them up within 24 to 48 hours? Is it that important?

Well, you know, I've got a bunch of other things going on.

So, when you say you've got other things going on, by default what you are telling me is you have got other things that are more important?

Again, don't try to talk them out of their own situation.

If it's a 4, I don't want to turn it into a 5. I want to see if it's really a 3. Same line of questioning you can ask them. If I find a resume, if I find Mr. or Ms. Perfect tomorrow, October 15th, are you in a position to take through a process and make them a offer by October 31st?

No, because our process is this.

Now, if it's logical, or no, I am going to be on vacation for two weeks, this is where all the stuff comes out where we get into trouble as a recruiter. But really sticking to that question.

What is the Cost of the Open Position?

The last area I dig into is, [what does it cost for this position to remain open?](#) They don't know. I think I have covered this in other Q&A's, but it is one of my favorite questions because I love asking some questions that are really important that clients actually don't know the answers to.

Meaning, you said this was a 5 because of this, this, and this. If we do everything right, we should be in a position where you are making an offer in the last week of October or early November. If we follow your hiring process, by the time we do the search, a couple weeks to do the search, a couple weeks for the interview process, I want you to imagine, Mr. or Ms. Employer, it is December and you have not found the right person yet. What breaks? What is it costing you? Where is the stress in the company?

Then, I don't have time to get into it here, but in the in-depth training that we do with our clients, basically we have a worksheet to help them create the cost of the position remaining open, meaning, every position, every position has a financial consequence, which is why companies hire people, because it is an investment in the growth of their business.

Is it operations and if there is not somebody in operations, it is costing them money because of expenses or there are quality issues than are not being controlled? Was it an open sales territory where the position remains open and costing them? There is an economic consequence for

every day and every week that the position remains open. It is our job as a recruiter to flush that out, to create urgency, or to uncover there really is not any.

Remember, our job is not to manufacture urgency. It is to uncover urgency.

Fantastic question. If you like what you heard and you want to learn more go to therecruiteru.com.

[Read More by Mike Gionta](#)



Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021?

Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

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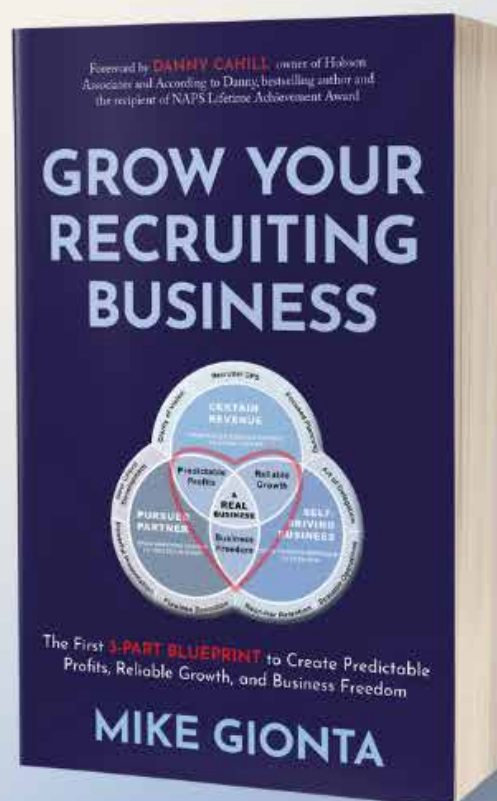
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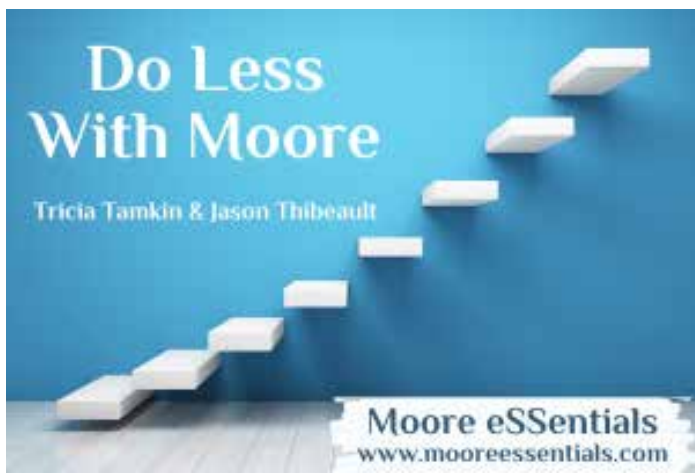
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by Jason Thibeault

Mid-Career Crisis

Mastery is boring. It's true. A baby takes its first steps, and everyone cheers. I do it all the time, and people only cheer if I trip.

In your career, you had your first baby steps. Then you started learning the ropes. You got better and better, until you hit a point of such incremental change (mastery) you get bored of your career. Your life starts to feel burnt out. You learned to walk, and now that you're going, other questions arise during the boredom of mastery.

Where are we going? What impression am I leaving? How will I be remembered? Why is this still hard when I know exactly what I'm doing?

This is the quiet ache of the mid-career crisis. (Erik Erikson would have called this the crisis at seventh stage of psychological development, if you want extra reading.) It's not the chaos of failing. It's the dull hum of "still." Still working. Still succeeding. Still waking up wondering if this is it. And when excellence becomes expected, there's no applause. No milestone. Just... more.

Some people choose a new niche, consider leaving the industry altogether. The antidote isn't always reinvention. Sometimes, it's reinvigoration. Sometimes, it's rediscovering the why underneath the how.

A karate instructor told me various ways he had combatted this. He went back to the beginning, relearning from white belt forward to see where he could improve his technique with a better understanding of the body mechanics. He studied in other disciplines, earning black belts there as well. He used that knowledge to grow his business more, but mostly to reinvigorate his interest.

But that doesn't cover legacy. What are YOU leaving behind for the world? Your memory will be carried in the minds of the people you touch. Finding what those people yearn for and finding a way to help make it happen is called being a mentor, a benefactor, an advisor. Your legacy will be in how you impacted the legacy of others.

Because this milestone is about realizing the world is so much bigger than you or your business, but you and your business can make the world so much bigger. And that's legacy.



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Ultra-Staff EDGE AI Recruiting Suite Named Best Digital Recruitment Solution in the 2025 Stevie® Awards Program

Ultra-Staff EDGE Staffing Software Receives Gold Stevie® for AI Recruiting Suite.

CHICAGO, Aug. 27, 2025 /PRNewswire-PRWeb/ -- The Ultra-Staff EDGE AI Recruiting Suite, developed by Automated Business Designs, was honored with a Gold Stevie® Award for Best Digital Recruitment Solution in the tenth annual Stevie® Awards for Great Employers.

The Stevie Awards for Great Employers recognize the world's best employers and the human resources professionals, teams, achievements and HR-related products and suppliers who help to create and drive great places to work. Winners of the awards, named the Stevies from the Greek word meaning "crowned," will be recognized during a gala awards dinner on Tuesday, September 16 at the Marriott Marquis Hotel in New York City.

"We are proud to continuously develop innovative tools for staffing agencies, and these AI tools are just the beginning of what's in development."

More than 1,000 nominations from organizations of all sizes in 35 nations and territories were submitted this year for consideration in a wide range of HR-related categories, including Achievement in Workplace Safety & Compliance, Employer of the Year, Chief Human Resources Officer of the Year, Human Resources Team of the Year, and Employee Relations Solution Provider of the Year, among others.

The Ultra-Staff EDGE AI Recruiting Suite received Gold in the Digital Recruitment Solution Category of the Stevie® Awards for Great Employers. The AI tools are a component of Ultra-Staff EDGE Staffing and Recruiting Software, a full front, middle, and back office staffing solution. The Ultra-Staff EDGE AI Recruiting Suite encompasses tools designed for recruiters to streamline their workflow, match candidates with jobs quicker, and decrease the time to hire.

The AI Job Description Creator is the first tool in the suite that generates job descriptions in Ultra-Staff EDGE with the click of a button. This tool leverages ChatGPT and the data from job profiles in Ultra-Staff EDGE to produce unique and compelling job descriptions that attract top-tier talent.

"IMN Enterprises has been able to significantly streamline our job posting process thanks to the AI Job Description Creator within Ultra-Staff EDGE," commented Steve Martin, Director of Sales Tech Deployment at IMN Enterprises. "From a marketing perspective, it's been a game-changer in improving our speed to market across multiple platforms. Most importantly, it empowers our recruiters with accurate, easy-to-read job descriptions right at their fingertips, allowing them to move quickly on new orders and connect with top talent more efficiently."

The AI Resume Builder is another tool in the suite and allows recruiters to build a resume for a candidate. The Ultra-Staff EDGE Resume Builder expedites the resume creation process by utilizing ChatGPT and/or data from the candidates' profile in Ultra-Staff EDGE. Often in the staffing industry, staffing agencies come across candidates who do not have a resume. The Resume Builder helps recruiters present job seekers in the best light, crucial for making strong first impressions and successfully filling positions.

The third tool in the Ultra-Staff EDGE AI Recruiting Suite is the AI-Powered Work Now Invite. The AI Work Now Invite automatically sends out job invitations to qualified job seekers the staffing agency is working with. Job seekers receive the notification within the Ultra-Staff EDGE mobile app, Ultra-Staff EDGE JOBS, and can accept the opportunity on the spot. Once accepted, the candidate and assignment status is automatically updated within Ultra-Staff EDGE. Recruiters can configure the exact criteria they want the job seeker to have and can schedule the days and time for the automatic invitations to go out. This tool introduces complete automation into the recruiting cycle, allowing staffing agencies to match candidates to jobs faster and eliminate manual tasks.

"Generative AI and automation tools are critical for staffing agencies today to stay ahead of the competition and work most efficiently," stated Terri Roeslmeier, President and CEO at Automated Business Designs. "We are proud to continuously develop innovative tools for staffing agencies, and these AI tools are just the beginning of what's in development."

More than 100 professionals from around the world participated in the judging process to determine this year's honorees. The overwhelming number of high scores received by the Stevie Award judges helped the Ultra-Staff EDGE AI Recruiting Suite earn Gold for Digital Recruitment Solution. Some of the judges' responses include, "Demonstrates a practical and timely integration of generative AI into staffing operations. The suite addresses real industry pain points", "Timely and well-executed response to the evolving demands of the staffing industry", "This is a strong entry that showcases real innovation with a practical, recruiter-centric AI suite. The tools directly address inefficiencies in job posting, resume creation, and candidate outreach."

To learn more about Automated Business Designs and Ultra-Staff EDGE staffing software, visit <http://www.abd.net>.

Letter From The Editor



Don't miss out!

Times are a changing.... wait and this too shall pass. At least that's a saying to deal with things you don't like or see happening. We are lucky to be in business and capable to change things in our own companies.

Recruiting is a people business and you need to constantly find out what people want. Starting out positive is key. There is enough negative news out there. So don't perpetuate it. Be a game changer, that's what you are right?

Find some new ways to connect and grow your people business. If you aren't in staffing maybe you should be offering staffing as an added service. Judy Collins writes a good article on PEO/EOR. Read it and learn.

Barb Bruno states the obvious that a reputation for strong values, ethical high-touch relationships is important in this business. She shares some insight into how to get noticed as a reputable firm. Your own people are key in this instance. Make sure you know what they want and how they are representing your firm.

Where do you look for those highly reliable staffing employees? On a recent cross country trip, I talked with the hospitality workers at every hotel we stayed in. You learn a lot from those working the front desk. Having candid conversations with those working can create opportunities of understanding.

Go out and make it a GREAT Day! Help change someone's career by helping them find their dream job.

Happy recruiting...

Pat Turner

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

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