

September 23, 2005

IN BUSINESS Las Vegas

NEVADA STAFFING



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FROM THE SPONSOR



Dear In Business Las Vegas readers,

Temporary staffing firms play a major role in the economy in the state of Nevada. More than 150 firms employ approximately 16,000 workers on average each day, according to figures from the American Staffing Association. These employees do work in a variety of fields, ranging from engineers to administrative support to medical professionals.

Many companies benefit from having a flexible workforce to augment their permanent staff. Today, the unemployment rate hovers in the low 4 percent range. With many of those people being unemployable for a variety of reasons, staffing firms play a crucial role in the success of many

companies. However, many Nevada companies are unaware of the benefits that can be derived by involving themselves with staffing firms.

The Nevada Staffing Association (NSA) is the trade group that represents the staffing industry of the state. It is an affiliate member of the national trade association, the American Staffing Association.

The NSA has three roles as it relates to its members and the industry:

- It acts as an advocate when regulatory or legislative issues are in question.
- It promotes better-business practices and ethical conduct.
- It serves to promote the industry and the practice of using temporary workers.

Finally, the Nevada Staffing Association is proud of its sponsorship and relationship with *In Business Las Vegas*. The readership of *In Business Las Vegas* is the business leaders that make the decisions to employ our workers and partner with NSA members. In this “special publication” dedicated to the staffing industry, we are attempting to broaden the awareness of the general business community and hopefully open new markets for our members.

Cornelius Eason
President
Nevada Staffing Association

ABOUT THE NEVADA STAFFING ASSOCIATION

The Nevada Staffing Association is the voice of the local staffing industry. We promote the interests of our members through legal and legislative advocacy, public relations, education, and the establishment of high standards of ethical conduct.

Members offer a variety of services, including temporary help, permanent placement, temporary-to-permanent placement, long-term and contract help, managed services (often called “outsourcing”), training, human resources consulting and PEO arrangements, in which a staffing firm assumes responsibility for payroll, benefits and other human resource functions.

For more information about the NSA, contact Cottia Bender at (702) 598-0070 or by E-mail at cbender@staffmark.com or Jennifer DeHaven at (702) 876-0708 or by E-mail at jdehaven@milleniumstaff.com.

NSA Board

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DEFINITIONS OF STAFFING SERVICES

Placement

A staffing firm brings together job seekers and potential employers for the purpose of establishing a “permanent” employment relationship.

Temporary Help

A staffing firm hires its own employees and assigns them to support or supplement a customer’s work force in situations involving employee absences, temporary skill shortages, seasonal workloads, and special projects.

Temporary to Hire

A staffing firm employee works for a customer during a trial period in which both the employee and the customer consider establishing a “permanent” employment relationship.

OCCUPATIONAL CATEGORIES

Health Care: Physicians, dentists, nurses, hygienists, medical technicians, therapists, home health aides, etc.

Industrial: Manual laborers, food handlers, cleaners, assemblers, drivers, tradesmen, machine operators, maintenance workers, etc.

Information Technology:

Consultants, analysts, programmers, designers, installers, and other occupations involving computer sciences (hardware or software) or communications technology (Internet, telephony, etc.).

Office-Clerical: Secretaries, general office clerks, receptionists, administrative assistants, word-processing and data entry operators, cashiers, etc.

Professional-Managerial:

Accountants, bookkeepers, attorneys, paralegals, middle and senior managers, advertising and marketing executives, and other nontechnical occupations that require higher skill or education levels.

Technical: Engineers, scientists, laboratory technicians, architects, draftsmen, technical writers and illustrators, and other individuals with special skills or training in technical fields involving math or science (not including information technology).

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Nevada staffing firms fill void for local companies

By Allen Grant
Special sections writer

From the days of providing “Kelly Girls” to today’s involvement in an active market, Southern Nevada’s evolving staffing industry has been forced to adapt.

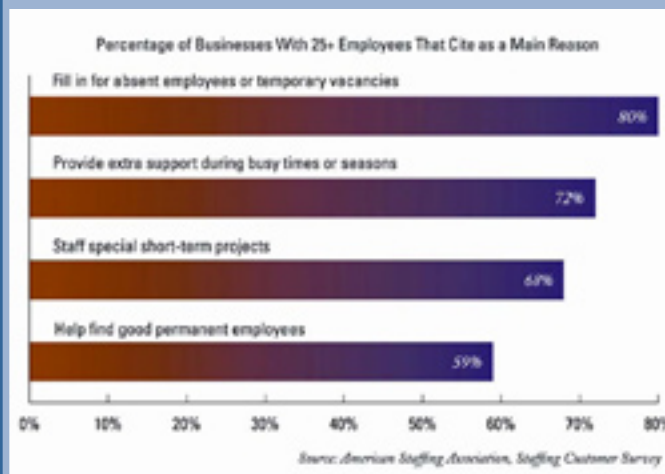
“We’re the collective voice of the industry,” said Cornelius Eason, president of the Nevada Staffing Association. “Today we’re more critical to a business’ success — a more integral part of their business operations. As a result, companies look at us as partners instead of vendors.”

Staffing companies offer a wide range of employees from clerical and administrative assistance to professionally skilled accountants and chief operating officers to various local companies.

Staffing firms today also help provide human resource-type duties for companies, which might not have the resources or time to deal with the sorting, calling and interviewing process of several hundred applicants.

Staffing firms assist those companies by handling screening, background checks,

SEE **VOID**, PAGE 8A



Why use them?

Businesses seek flexibility. It helps them compete in a fast-paced, ever changing global economy.

The larger the company, the more likely it is to use staffing services, according to various surveys. In an ASA poll of 500 businesses conducted in 2004, 12% of companies with 25 to 99 employees used staffing services, compared with 24% of companies with 100 or more employees. Other surveys of large employers show 90% to 95% use staffing services.

Businesses also look to staffing firms as a good source for permanent employees.

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American Staffing Association

MEMBERSHIP INFORMATION

Chapter members receive these bottom-line benefits:

- Discounts on business products and services
- Public relations opportunities
- Training and education
- Updates on staffing trends
- Networking and leadership opportunities
- Protection against adverse legislation and regulation
- Promotion of the industry in the state

Make a business investment that will increase your bottom line. Join NSA, a powerful partner for your business success. Contact Membership Chair, Donna Lattanzio at 702.876.0708 or E-mail dlattanzio@milleniumstaff.com for more information regarding membership opportunities.

GENERAL MEMBERSHIP BENEFITS

- Networking
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American Staffing Association

FAQs

Frequently asked questions about the staffing industry:

How big is the industry?

The staffing industry generated more than \$70 billion in revenue in 2004: \$63 billion from temporary help services and \$7 billion in permanent placement services.

What accounts for the growth of the industry?

America's work force is changing as more and more people are looking for the flexibility that temporary work provides. Companies are tapping into the flexible labor market to keep fully staffed during busy times.

Do staffing firms charge employees a fee for temporary assignments?

No.

What are the trends in the kinds of jobs being assigned?

The fastest growth is occurring in professional and technical occupations.

How many staffing companies are there in the United States?

There are about 6,000 firms that have been in business a year or more. Those companies operate approximately 20,000 offices. ASA-member companies operate more than 15,000 offices across the nation and account for 85 percent of U.S. industry sales.

What kind of pay and benefits do temporary and contract employees receive?

To attract the most qualified employees, staffing services offer highly competitive wages and benefits. The average temporary or contract employee earns more than \$12 per hour. Some earn more than their permanent counterparts. Most staffing companies offer health insurance as well as vacation and holiday pay, and many offer retirement plans. Virtually any temporary or contract employee who wants benefits can find a staffing firm that offers them.

How long do people hold temporary jobs?

While specific jobs may last from a few hours to several years, the best estimates for the average tenure of temporary and contract employees range from three to five months.

What kinds of services do staffing companies provide?

Staffing companies offer a wide range of services, including temporary and contract staffing, recruiting and placement, outsourcing, training, and human resources consulting.

Sources: American Staffing Association, U.S. Bureau of Labor Statistics, the Conference Board, the Omnicomp Group

Code of Ethics and Good Practices

As a condition of membership in the Nevada Staffing Association, each member pledges its support of, and adherence to, the principles and practices set forth below. NSA members acknowledge that such compliance is in the best interests of the staffing services industry, its customers, and its employees. NSA members agree to always strive:

- To comply with all laws and regulations applicable to their business, and to maintain high standards of ethical conduct in the operation of that business and in their dealings with employees, customers, and competitors.
- To treat all applicants and employees with dignity and respect, and to provide equal employment opportunities, based on bona fide job qualifications, without regard to race, color, religion, national origin, sex, age, disability, or any basis prohibited by applicable law.
- To maintain high standards of integrity in all advertising, and to assign the best qualified employees to fill customers' needs.
- To determine the experience and qualifications of applicants and employees as the staffing firm deems appropriate to the circumstances, or as may be required by law.
- To explain to employees prior to assignment their wage rate, applicable benefits, hours of work, and other assignment conditions — and to promptly pay any wages and benefits due in accordance with the terms of their employment and applicable legal requirements.
- To encourage employee efforts to upgrade their skills.
- To satisfy all applicable employer obligations, including payment of the employer's share of social security, state and federal unemployment insurance taxes, and

- workers' compensation — and to explain to employees that the staffing firm is responsible for such obligations.
- To ascertain that employees are assigned to work sites that are safe, that they understand the nature of the work the customer has called for and can perform such work without injury to themselves or others, and that they receive any personal safety training and equipment that may be required.
- To take prompt action to address employee questions, concerns, or complaints regarding unsafe work conditions, discrimination, or any other matter involving the terms and conditions of their employment.
- To observe the following guidelines to ensure an orderly transition when taking over an account being serviced by another staffing firm:
 - The outgoing firm and its employees should, whenever feasible, be given reasonable prior notice that the account is being transferred.
- Assigned employees of the outgoing firm should, whenever feasible, be allowed to continue working on the payroll of the outgoing firm for some reasonable transition period; thereafter, they should be given the choice of accepting an assignment with another customer of the outgoing firm if one is available, or applying to stay on their current assignment with the new staffing firm.



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American Staffing Association

Staffing Facts

JOBS

We're the jobs people. Staffing companies match millions of people to millions of jobs.

- 2.5 million people per day are employed by staffing companies
- 500,000 new jobs have been created by staffing companies during the past two years
- 82 percent of temporary and contract employees work full time, virtually the same as the rest of the work force

FLEXIBILITY

The staffing industry offers flexibility to both employees and companies. People can choose when, where and how they want to work. Companies can get the skills they need to keep fully staffed during busy times.

- 64 percent of temporary employees say flexible work time is important to them
- 28 percent of temporary employees say they work for a staffing company because it gives them the flexibility and time to pursue nonwork interests
- 81 percent of companies cite labor force flexibility as the overriding reason for employing contingent and temporary workers

BRIDGE

Temporary and contract work provides a bridge to permanent employment. People can try out a prospective employer and showcase their skills for a permanent job.

- 74 percent of temporary employees say it's a way to get a permanent job
- 72 percent of temporary employees obtain permanent jobs while working for a staffing company
- 8 out of 10 staffing customers feel that staffing firms offer a good way to find people who can become permanent employees

CHOICE

Many people choose temporary and contract work as an employment option. They can select their work schedules and choose among a variety of diverse and challenging assignments.

- 43 percent of temporary employees say needing time for family is an important factor in their job decisions
- 32 percent of temporary employees prefer the alternative arrangement to traditional employment



- 29 percent of temporary employees say they work for a staffing company because they like the diversity and challenge of different jobs

TRAINING

The staffing industry provides free training for millions of temporary and contract employees to help meet today's demand for skilled workers.

- 90 percent of staffing companies provide

free training to their temporary employees

- 4.8 million temporary employees received skills training worth \$720 million in 1997
- 70 percent of temporary employees say they gained new skills through their assignments

Sources: American Staffing Association, U.S. Bureau of Labor Statistics, the Conference Board

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NSA

TEMPORARIES OF THE YEAR

Annually, each member of the Nevada Staffing Association nominates one person as that member's "temporary of the year." They were each honored at the annual awards dinner Sept. 21 at Cili's Restaurant at the Bali Hai Golf Club. Here are the winners, with information submitted about the person by the respective company:

Accountant's Inc. Joe Farkes

Joe Farkes has been registered with Accountants Inc. since December 2002. Since then he has worked a total of 2,759 hours for our agency.

In the beginning, Joe worked in a variety of positions for our clients until he found his niche. Joe has perfected the procedure for slot machine trial audits. In doing so, he has endeared himself to our clients by making these audits a smooth and pressure-free process.

Joe is a staffing manager's dream. Having made himself an essential element of a casino's operations, he is personally requested by them and they line up to get his services. He has a strong work ethic and

sense of integrity that is beyond compare. Joe is not a candidate to us, he is part of the AI family.

Corestaff Services Rosalyn Pearson

Rosalyn "Ros" Pearson started on the assembly line at JCM in August 2002. Her supervisors saw what a great worker she was and she quickly advanced into the parts cage. This past year, Ros was promoted to a position in receiving. According to her current supervisor, Ros gives 100 percent to her job and she is counted on to handle many difficult high-level projects in addition to her regular duties. She has represented Corestaff Services for many years with this client and has always presented herself in a professional manner.

The Eastridge Group — Clerical Branch Connie Lane

Connie Lane began working for The Eastridge Group in August 1998. She is currently working for KB Homes as a

receptionist providing clerical support and assistance to the sales team. Connie has worked with KB Home since March 2000 on a consistent basis.

Connie greets and directs potential home buyers to the appropriate sales rep, answers the phones with a smile in her voice, takes hand written messages, hands out information brochures to all visitors, and assists the sales team with making a home buyer's experience pleasurable and memorable.

Connie deserves this award for the following reasons. She has shown commitment to The Eastridge Group and her assignment at KB Home since 2000. KB Home wrote a letter to The Eastridge Group "thanking Connie for a job well done" in September 2002. Connie has been extremely reliable, very dependable, and has received positive feedback from all clients she works for.

The Eastridge Group — Henderson Branch Genoveva Zummallen

Genoveva Zummallen began working for The Eastridge Group in October 2004. She is currently a machine operator. She was on assignment for Eastridge at this customer for four months, and then they decided to hire her full-time.

As a full-time machine operator, she works in the production department. It is very fast paced and she has been trained to operate capsulation and blending machines. She has to stand for the entire 10-hour shift and be flexible in assisting with packing, sorting and doing quality checks in the department.

Genoveva is being awarded our Temporary Associate of the Year for several reasons. She has been extremely reliable, accepted assignments with a moment's notice and has an outstanding positive attitude. She has done excellent on every position we have placed her and been hired full-time by one of our clients.

The Eastridge Group — Light Industrial/ Convention Branch Judy Puckett

Judy Puckett began working for The Eastridge Group in May 1996. She has been working customer service and convention registration positions since she began working with us. Her current position is convention supervisor.

As a convention supervisor, she oversees all areas of the registration and conference areas during conventions. It is not only a fast-paced, busy environment but it also may involve anywhere from 15 to more than 100 employees. It is both a mentally and physically challenging position. She is also responsible for time keeping of all employees, as well as

coordinating breaks, lunches and coverage during these times. She works closely with the convention staff management and is always professional, outgoing and patient. Both clients and candidates always look forward to working with her.

Judy deserves to be awarded our Temporary Associate of the Year for several reasons. Judy is extremely reliable and responsible. She is professional and performs well under pressure. She is courteous, fair and friendly to all convention employees. She deals with large clients and their last minute demands/changes in a fast and professional manner. What makes Judy a more valuable employee and a great person is her integrity and her loyalty. She is very family-oriented and has a positive outlook in life.

The Eastridge Group — North Las Vegas Henry Spencer

Henry Spencer has been with The Eastridge Group since March 2004. He has been sent out on various assignments. Each assignment was completed and fantastic feedback came from everyone. He has spent most of his time at a local printer for us, but recently has moved on to a new position for us. His attitude and dedication will take him far.

Henry's true calling was in the food industry as a cook. He was excited when we had an opportunity for this type of work at another client. We placed Henry as a prep cook and it has been a wonderful experience. Our client plans to hire him full-time in the near future.

Henry has been punctual and reliable no matter what the situation. He received our temporary associate of the month award in May 2005. He has been the model employee.

Express Personnel Services Craig Hays

Our business is predicated on the caliber of associates that we send out to our clients and we appreciate every effort that our associates make for our clients and for our office. When an associate demonstrates willingness and flexibility we want to recognize those enviable and rare qualities.

Craig Hays is one such employee ... fluidity personified. He is an administrative assistant and accountant by training. He was willing to work at every conceivable job until we were able to find a perfect fit for him. He moved furniture, landscaped and worked in other general labor positions to keep his name active and available in our office. His flexibility and dedication are examples to all



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TEMPS FROM PAGE 6A

of us of the qualities that have come to be associated with Express Personnel services.

**Manpower of
Southern Nevada —
East office
Tea Bahan**

Tea Bahan has been chosen by the Manpower-East office as its temporary of the year. Tea has been employed by Manpower since January 2005 and has worked a number of assignments. She is currently working on a temp-to-hire position with one of our clients.

Tea has been an outstanding employee. She is very positive and professional at all times. She has always been willing to go out on assignment at the last minute. She is always punctual and dependable and has received many excellent performance ratings from our clients.

**Manpower of
Southern Nevada —
North Las Vegas office
Marvin Guerra**

Marvin Guerra has been employed with Manpower since August 2001. Marvin has been a pleasure to have at a major client. His attendance and overall performance has been outstanding. Marvin always wears a smile on his face. He is a loyal employee.

**Manpower of
Southern Nevada —
Professional
Jeri Summers**

Jeri Summers has been an outstanding temporary employee. She is currently on assignment with a client and has done an outstanding job representing Manpower. Jeri was moved into a lead role early in her assignment because of her strong organizational skills.

She has been out with this client for almost a year, and the client is very pleased with her performance.

**Manpower of
Southern Nevada —
West Office
Fordeen Despard**

In the current market place it is hard to find a reliable, dependable employee.

Fordeen Despard is always willing to go to an assignment at a moment's notice if someone has called in sick or is unable to go to work. Customers ask for her to return. Fordeen has always shown up on time, never cancelled an assignment and has represented us well.

**Millenium Staffing
Services
Samuel Juergens**

Samuel Juergens has been a part of the Millenium team of temporaries for more than a year and has proven himself a true leader as supervisor of a hospitality reservations call center.

Samuel's professionalism and

sensitivity have been primarily responsible for his longevity as a supervisor in this contract position. Co-workers have learned to rely on him for advice and management has come to depend on his talents.

Acting as a liaison between client and co-workers truly takes a special person. Samuel continually proves to be just that.

**Phoenix Staff
Randolph Dimalanta**

The Phoenix Staff consultant of the year is Randolph Dimalanta. He has been working for us since we opened our office. He has helped us maintain an outstanding relationship with clients by consistently going above and beyond everyone's expectations.

His background is in graphic design and web development; he spent most of his career with Hallmark.com. Randolph relocated to the Las Vegas area from Florida in 2004 to take advantage of a great quality of life for his family. Besides working for Phoenix Staff, Randolph teaches classes at the Art Institute of Nevada and has a passion for his students and his work.

**Priority Staffing
Chuck Gilberti**

Chuck Gilberti is a 1970 graduate of the University of Houston. From there, he taught physical education and coached track and field for 30 years at Somers High School in Westchester (N.Y.) County. Upon retirement in 2000, he and his wife moved to Las Vegas.

For the last four years, he has supervised the National Homebuilders Convention, the Def-Con Convention and a wealth of others.

**Staffmark
Kodjo Koffi**

Kodjo Koffi has always come through for us in a pinch. He is always willing to take any assignment offered, whether it is short-term or a last minute fill-in job. Because of his outstanding work ethic, Kodjo became a shift supervisor for one of our new customers. They were very pleased with his ability to handle the job.

**Staffmark
Transportation
Bob Cohee**

Bob Cohee is a dedicated Staffmark Transportation employee who always shows great core values. Bob's attitude reflects his excellent attendance and professionalism. Our customers have expressed that he goes above and beyond the call of duty with his performance, capabilities and attitude.





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VOID

FROM PAGE 3A

testing, training, assessments and even evaluations of prospective employees.

"We provide the recruiting arm for companies valley wide," said Donna Lattanzio, president of Millenium Staffing & Management Services, a full-service company providing employees to clients in Nevada since 2002. "In this transit town, companies might not want to deal with thousands of applications, interviews and background checks. We provide them better qualified candidates."

Thomas Haynie, chief financial officer at Manpower, Inc. of Southern Nevada, a leading staffing firm worldwide, concurred.

"We provide a bridge for employees looking for employment opportunities," he said. "For some people, we are their first job opportunity. We also provide supplemental work for industries needing seasonal staff to handle needs during peak business times."

Success is in the results. According to the American Staffing Association's (ASA) recent national estimates, staffing companies employ two million people per day. Eason, president of Priority Staffing USA, a local staffing firm, said Las Vegas Valley staffing firms help employ nearly 20,000 people per day. In 2003, Nevada staffing firms employed an average of 13,189 temporary and contract workers per day.

Littered with misconceptions, the industry continues to evolve with the needs of its clients and the ability of its employees.

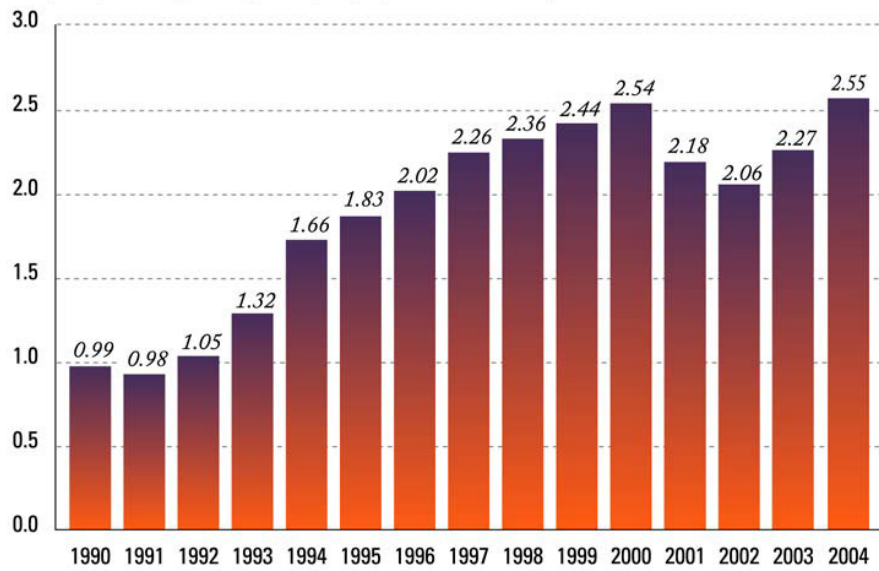
Evolution: Providing more than just Kelly Girls

During the more traditional Kelly Girl era, staffing companies primarily employed temporary staff for clerical, receptionist and light industrial positions. The face of the industry has changed during the past few decades from providing low-pay, minimum-skill employees to placing a wider range of employees that include highly skilled candidates in all areas of employment.

Dispelling stereotypes surrounding staffing firms is important, industry experts said. ASA statistics show 79 percent of temporary employees work full time — similar to traditional work force ratios.

"The staffing industry was mostly Kelly Girl-types years ago, and we're still fighting that stigma today," said Jennifer DeHaven, executive vice president at Millenium

Temporary Staffing Average Daily Employment (Millions) by Year



Source: American Staffing Association, Employment and Sales Survey

In 2004, the number of individuals employed daily in temporary help jobs increased 12.4%, according to the American Staffing Association quarterly employment and sales survey. Staffing companies added more than 280,000 jobs to their payrolls in 2004, and on an average day employed more than 2.5 million workers — comparable with employment levels last seen in 2000. Over the course of the year, staffing firms hired an estimated 11.7 million temporary and contract employees.

Staffing. "There is a stigma that temporary employees have no skills, and that's a gross misconception. Today, we place a wide range of employees from carpenters to chief financial officers and banquet servers to executive chefs."

Jeff Pyle, president and owner of Express Personnel Services, a global staffing company with offices in Las Vegas, agreed. He also wants to dispel the idea that firms charge applicants to help them find employment.

"The misconception is that staffing companies are brokers, and that's just not the case," Pyle said. "There's no cost to the applicant."

NSA staffing firms are paid by the client — the employer — for providing qualified and reliable employees. With Southern Nevada's transient reputation, companies are somewhat reluctant to hire people until they have lived in the area for six months to a year, said Eason. That's where staffing firms can lend a hand.

"For new residents moving into the valley, we're an entry point for them into the work force," Eason said.

Another industry misconception is length of employment. With 15,000 member

firms throughout the country, ASA statistics show more than 70 percent of temporary employees obtain permanent jobs while working for a staffing company.

"Most of the positions do lead to permanent employment," Pyle said.

Eason concurred, "We offer solid paying positions and the average (length of employment) is about 90 days for our temporary employees."

While staffing agencies are filling full-time openings, there is still an active market for part-time and seasonal staffing. "Call centers, mail houses and the convention industry all need seasonal, part-time and full-time work to handle the peaks and valleys in their business," DeHaven said.

NSA provides unified support, code of ethics

NSA provides unified support, service and a code of ethics

Founded decades ago and reactivated in 2003, the Nevada Staffing Association (NSA) promotes its members interests through legal and legislative advocacy, public relations, education and the establishment of a high standard of ethical conduct.

The NSA sets standards for staffing agencies and its industry is designed to maintain ethical, dignified and respectful treatment of applicants and employees, and serve as a guide for integrity in advertising with the uniform goal of providing the best-qualified employees to clients.

Under its code of ethics and good practices statement, NSA agencies agree compliance is in the best interests of the staffing services industry, its customers and its employees.

"(The staffing firms in the association) subscribe to a specific code of ethics," Haynie said. "By cooperating, we found we can help each other."

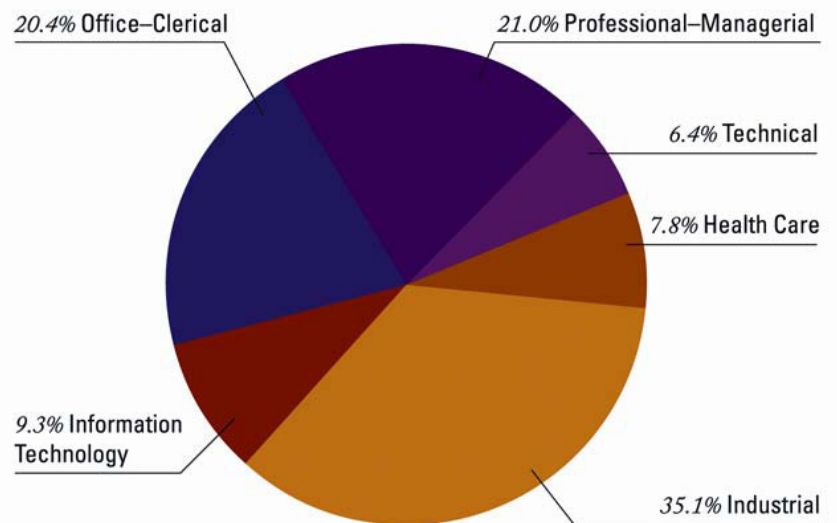
Here's one example. One NSA firm is hired to provide 40 workers for an assignment, but only has 30 qualified candidates. The firm can subcontract with another firm for the remaining 10 employees.

"It's been extremely beneficial," Haynie said. "That's good for the entire industry."

Pyle agreed and said NSA member firms work on a variety of topics including how to educate clients and employees. "(Staffing) is a competitive market, but we needed this type of association to help build and establish relationships and share ideas," he said. "The more we work together and the more we help the entire industry. It's a win-win situation for all of us."

SEE VOID, PAGE 9A

Percentage of Employees in Each Sector



Source: American Staffing Association analysis of unpublished data from the U.S. Bureau of Labor Statistics

Staffing industry employees work across occupational areas nearly as diverse as the labor force itself. Jobs range from day laborer to CEO. In 2004, professional-managerial occupations comprised over 20% of staffing services employment, while technical and information technology occupations comprised another 6.4% and 9.3% respectively. Office-clerical and industrial jobs accounted for over 50% of staffing industry employment. Within each of these broad areas, staffing firms match millions of temporary employees to more specific jobs at nearly all levels of responsibility in nearly all business sectors. The corresponding diversity of jobs and sectors in the temporary work force has contributed to sustained growth in the staffing sector.

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VOID

FROM PAGE 8A

Firms provide top talent

Several local staffing firms continue to expand their employee and client databases.

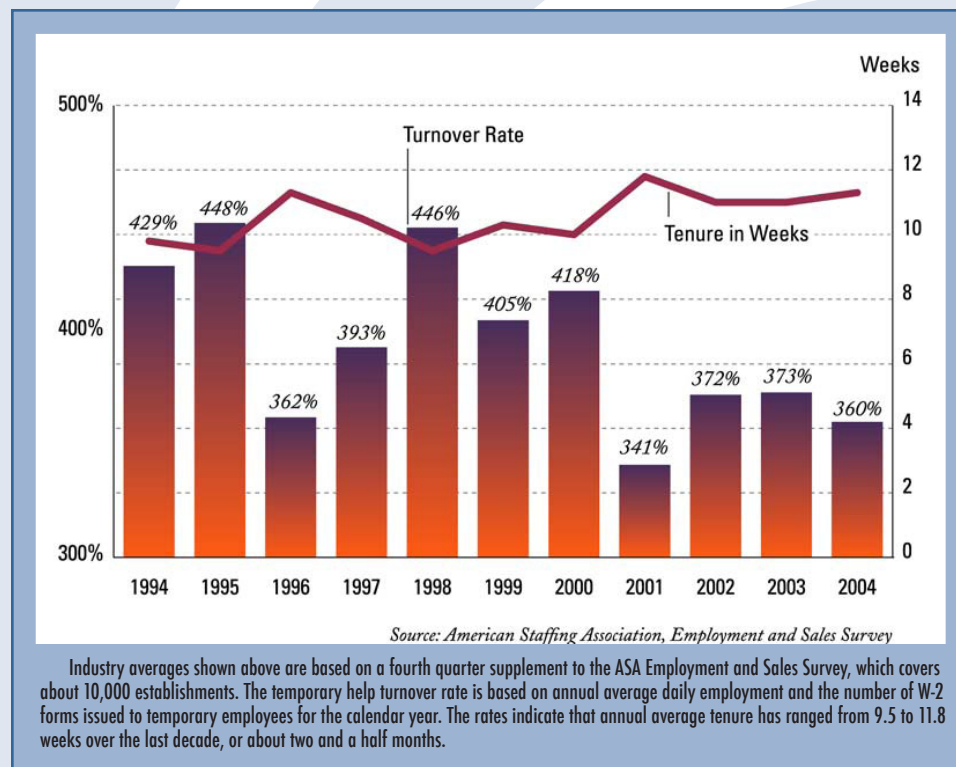
A firm with more than 100,000 clients worldwide, Express Personnel Services handles between 25 and 50 clients in Southern Nevada in any one given week. Established in Las Vegas nearly a decade ago, the company provides more than job opportunities for individuals and productive employees for its clients.

"We're a one-stop human resources department for our clients," Pyle said. "We even offer our employees free computer training, resume writing assistance and help with interviewing skills."

Pyle said Express holds several workshops throughout the year to assist their clients with human resources and personnel topics including discipline and wrongful termination, legal aspects and benefits of diversity.

DeHaven said Millenium Staffing offers its employees competitive benefits almost immediately, and said many local staffing firms offer employees similar benefits that traditional companies provide. "We offer medical, dental and vision and it all kicks in the first day of an assignment," she said. "We also have software training and offer vacation days."

Millenium Staffing executives said nearly 75 percent of its temporary assignments bridge into full-time employment — a positive trend many local staffing experts said they believe will continue in Southern Nevada's growing economy.



Many local staffing firms are using a temporary-to-permanent (or temp-to-perm) program as a popular tool to match employees with employers.

"Our temp-to-perm program allows for a kind of test drive for both the company and the employees," Lattanzio said. "It's a two-way street for each component to get to know each other before committing to permanent employment."

Haynie agreed. "It gives both parties a chance to take a look at each other on a trial basis."

A world leader in the employment services

industry, Manpower franchised locally in 1964 becoming Nevada's first staffing agency. A Southern Nevada Better Business Bureau member, Manpower now operates four Las Vegas Valley offices, serves more than 250 local companies and represents nearly 15,000 valley applicants.

"We can draw on a large database of human resources," Haynie said. "If a company needs any type of employee, we can likely provide someone for them."

Manpower serves a variety of industries including major utility companies, government agencies, law firms and a number of small

businesses. The company also provides a wide range of programs for its employees including pension, profit sharing, health insurance with dental and vision, and even a vacation program.

Experts bullish on future

With the Las Vegas Valley continuing to add thousands of new residents monthly and a record business growth, local staffing executives said they are ready to provide both clients and employees with a match.

"(Staffing agencies) are the supporting pillows to the local economy," said Millenium's DeHaven. "We're matching the most qualified employee with the company's job requirement needs."

According to Manpower's Employment Outlook Survey (third quarter 2005) of 16,000 employers, 31 percent of U.S. employers expect an increase in hiring for the third quarter. Industry insiders said they also expect increases locally.

"Over the past couple of years we've seen incredible growth, and I see that continuing," Haynie said. "The valley is growing and somebody has to put these (new residents) to work."

Pyle said Express Personnel Services grew nearly 20 percent in 2004 and could top 30 percent this year, based on accumulative temporary-hour figures. He said he expects more of the same growth in the years to come.

"We've continued to grow here in Las Vegas based on the economy going well," he said. "And, we're in a period where there's going to be growth over the next five to 10 years."

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TIPS

FOR JOB SEEKERS

Whether you are seeking a job with a staffing firm or a Fortune 50 company, the process is pretty much the same. Start by crafting a compelling résumé. This will help you identify your marketable skills.

Before you apply for a job, make sure that your skills match what the company wants. If so, prepare an effective cover letter and send it to the prospective employer along with your résumé. If you get an interview, get ready for it well before you go. There may be more than one. For example, your first interview may be with a staffing firm and your second one with its customer.

Craft a compelling résumé

Unless you have more than 10 years of experience, your résumé should be no longer than one page. Use a simple layout.

1. Know what you want. Compose a clearly stated job objective. State what you want to do, for whom, where and at what level of responsibility.

2. Stand out from the crowd. Instead of just listing your job skills, describe the benefits and results of your performance. For each permanent job or staffing assignment, develop a list of major accomplishments, placing the most emphasis on your recent achievements. What problems or challenges have you faced? What actions did you take to overcome them? How did your actions benefit the company? Keep in mind that most companies value workers who enhance profits, and save time and money.

3. Sell yourself. You only have one shot to make a great impression. Your résumé is a word picture of yourself. Showcase your strengths and one or two outstanding skills or abilities. List your education, training and any relevant awards.

Have an effective cover letter

A cover letter allows you to personalize your résumé. Its main purpose is to emphasize your strengths and assets in a way that will interest employers in interviewing you.

1. To attract the reader's attention, the cover letter must look good and be easy to read. Pay particular attention to spelling, grammar, punctuation, spacing, paragraph length and margins. Address it to a particular person by name, making sure that the spelling and title of the individual are correct. A good cover letter is not too long, so try to limit yours to a single page.

2. The first paragraph should arouse the reader's interest. State some particular knowledge you have of the reader's business, or comment on a "timely" issue relating to the company's operation.

3. The body of the cover letter should explain what you can do for the company. Put yourself in the employer's position as you write. Present facts that will be interesting and that accurately describe your assets and qualifications. Your prospective employer will be interested in your ability to make or save money, conserve time,

and effectively assume and delegate responsibility. Do not stress weaknesses, such as lack of experience.

4. The last paragraph should request action. Ask for an interview, and state specific times and dates when you will call to arrange an interview (allow at least three business days from the day you send the letter). In all circumstances be courteous, but be direct.

Sending materials via E-mail

As a 21st-century jobseeker, it's important to have an electronic cover letter and résumé to send at the click of a mouse. Here are some steps for converting your cover letter and résumé from Microsoft Word or WordPerfect documents into electronic ones.

1. Remove all formatting, including lines, boxes, bold, italics and underlining. Change the font to Courier, size 12. Convert your page margins to 1 inch on the left and 3 inches on the right.

2. Make sure your cover letter and résumé are E-friendly. Do not send them as attachments. Instead paste them in the body of the E-mail. Practice sending them via E-mail to yourself as well as a friend who uses a different Internet service provider — to ensure the documents are clean and professional looking.

3. Words matter. Always include keywords in your résumé. Recruiters use keywords to search for résumés.

Deliver a knockout interview

Your carefully prepared cover letter and résumé paid off. You've landed an interview. Get ready to make a good impression.

1. Confirm the interview appointment. Do this one day before your interview. Know the date, time, and location of the interview. Try to find out how long you'll be there. And make sure you have your contact's phone numbers in case you have to call.

2. Be on time. Don't arrive more than 10 minutes early and, most important, don't be late. Arriving late not only labels you as rude, it also makes you seem unreliable.

3. Dress to impress. How embarrassing to come to an interview and discover you're underdressed. If possible, find out in advance what attire works. If you're still not sure, wear a suit.

4. Be prepared to talk about your successes and experiences. The employer will want to find out about your past experience — successes and failures, your work ethic, and your track record. Be able to amplify every item on your résumé.

5. Follow up. Send a thank you letter within a day of the interview. Provide any documents that might have been requested, such as references, an employment application, or samples of your work. A few days later, call to express your continued interest and to see if you could offer more information.





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HOW TO SELECT A STAFFING COMPANY



Whether you want a temporary job or a permanent position, working for a staffing company can be a great career move. America's staffing companies match millions of people to millions of jobs. Every day, 2.6 million people are on assignment with staffing companies. In 2004, an estimated eight million staffing employees went on to permanent jobs.

There are three main types of job placements in the staffing industry:

1. Temporary or contract, where you work for a staffing firm's customer on an interim basis.

2. Temp-to-perm or temp-to-hire, where you work for a staffing firm's customer on a trial basis to determine if the job is a good fit for your skills, interests, and career goals — if so, you become the customer's employee.

3. Direct hire or permanent, where you are recruited by the staffing firm and then hired by its customer.

You can work in virtually any occupation with a staffing company. The temporary file clerk you see in the break room or the college student brought on board to transport boxes to the new office space no longer personifies the staffing industry. Today's staffing employees include truck drivers, accountants, day laborers, scientists, computer programmers, nurses, call center operators — even CEOs.

Staffing companies might be a good fit for a variety of reasons:

Companies know the market

Administrative assistants, lawyers, CFOs and construction workers — all have found jobs through the staffing industry. America's staffing companies have jobs in virtually all occupations, including ones you've probably never thought of such as pilots, biotechnologists, teachers, videographers and dentists.

Businesses of all types and sizes turn to staffing firms for flexibility and access to talent. They know that staffing companies are experts in recruiting and matching employees for temporary, contract or permanent positions. So when they have job openings, they increasingly go to staffing firms to help meet their work force needs.

Workers have flexibility

Times have changed. The days of spending 30 years with one company and earning a gold watch are over. In fact, it's often said that the average person will change careers — never mind jobs — five times in his or her lifetime. This presents a wealth of career growth opportunities with the staffing industry.

Working for a staffing firm allows you to experience countless industries, companies and careers you might never have thought of trying — without a long-term commitment. If you're not happy with an assignment, job setting or location, you can move on and

start fresh with a new job. Since businesses always need temporary help, steady work is common.

Moreover, temporary employment allows you to work when and where you choose. You can work full-time or part-time. Take a summer off. Work just three or four days a week. Fit your schedule around college classes. Maybe you've moved to a new city and don't want to jump into permanent employment right away.

Besides flexibility, there's an enticing variety of work. One day, a person might work for an information technology company, the next day a medical supply firm. The choices are endless.

Staffing firm can be a bridge

About three quarters of temporary and contract employees move on to permanent jobs. What's more, eight out of 10 businesses say that staffing firms offer a good way to find permanent employees. Whether you are new to or re-entering the work force, are between jobs, or are just looking for career growth, staffing firms can help you land the right position.

Temporary or contract assignments get your foot in the door with a staffing customer, making you a prime candidate if the position becomes permanent. Or you could get a temp-to-perm position, where you try out the job and see if it fits your skills and expectations. Furthermore, many staffing firms recruit for permanent positions directly with the customer. So if you're looking for a permanent job, don't be fooled by the antiquated notion of "temp agency." Today's staffing firms offer lots of options and opportunities.

Choose your job

One advantage of working with a staffing firm is that you are exposed to a variety of companies, jobs and opportunities. Assignments can range from a few hours to a few years. After several assignments, you should have a much better idea of your ideal corporate culture, the type of boss you work best with, and the kind of projects you enjoy.

Two words: Free training

Many staffing firms offer employees a wealth of free training. This could be tutorials in PowerPoint, Word, Excel, and a variety of other software and information technology products and programs. It could be a design portfolio critique or a workshop on advertising copywriting. Or it could be seminars on resume preparation, interview skills, or how to behave at a customer work site so as to make a good impression.

What about the money?

Salaries and benefits usually depend on location and experience. After all, a paralegal with two years of experience in St. Louis is unlikely to command as

high a salary as someone with 10 years of experience in New York City. However, in today's tight labor market, staffing firms offer competitive wages and benefits to attract the best talent — some staffing employees make more than their permanent counterparts.

Many firms provide paid vacation and holidays, medical and dental coverage, and retirement plans. Many also offer direct deposit of your paycheck and pay a bonus when you recruit a new employee. Be sure to ask about what benefits are offered when interviewing with a staffing firm.

How are assignments made?

Assignments are made depending on the ratio of candidates to jobs, skill and experience. While some firms retain a pool of employees always at the ready to meet customer needs, most staffing companies cannot guarantee a work schedule or an assignment in your field. When contacting a staffing firm about possible employment, be sure to ask for a realistic assessment of what to expect.

What are the trade-offs?

While many staffing employees love the flexibility and variety of work and locations that temporary work provides, these arrangements are not for everyone. You need to be punctual, reliable and courteous. More and more staffing firms screen for drug use and criminal backgrounds. The person must be able to come into a work environment and hit the ground running. It can be challenging to catch on quickly to unfamiliar material, work styles and office procedures; but you'll earn a lot from such experiences.

Since you may be changing work sites, you may not have the opportunity to get acquainted with co-workers or feel like part of the team, or you may make lots of new friends. Every situation is different. One thing is certain: There's freedom in flexibility. If you don't like the job or work environment, you're not tied down to a permanent job.

There's always another opportunity awaiting you in the staffing industry.

Deciding which firm

Staffing work is a partnership. The firm wants to find talented employees, you want a firm that will suit your needs. Here are some tips on finding the right staffing company:

1. Figure out what skills you have. Go back to "square one." Sit down and make a list of your skills and talents and what knowledge and education you have acquired. Figure out your values, interests, aptitude, personality and desired lifestyle. Once you have done this, you can better chart your career path. The process will also help prepare you for resume writing, filling out job applications and interviewing. Learn all you can about the nature of the jobs that interest you. Pay attention to educational requirements, salaries, working conditions, upward mobility and future outlook.

2. Check out the staffing firm. Ask your friends, neighbors, relatives and business acquaintances what they know about any firm you might be considering. Visit the firm's Web site. The site should give you a good idea of the kinds of jobs the firm offers. Most staffing firms also let you apply online.

3. Pay attention to how you are treated during the initial contact. Were you greeted politely on the phone? What was the atmosphere in the office when you visited? If a company is unpleasant to deal with when you don't even work for it, how can you expect it to take care of you? Besides, if you're unhappy at your staffing firm, it will hurt your performance for a client.

4. Tell the firm what you want. Let the firm's recruiters know what work you want, where and your ideal schedule.

5. Be persistent and patient. Sometimes a staffing firm will have an assignment just waiting for someone like you. If not, check in with any staffing firm you've contacted at least once a week to remind them of your interest and to demonstrate your eagerness.

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