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PSSSST....

Web 2.0 and Recruiting

What is Web 2.0? And, why is there so much hype surrounding it? In terms of recruiting, one of the best definitions we've come across is one referring to Web 2.0 as the "Writeable Web." Web 2.0 creates a Web environment where you are no longer talking "at" your customers (or potential job applicants), but "to" or "with" them.

Strategies

You don't have to run right out and upload an entire suite of blogs, wikis, or RSS feeds to

make Web 2.0 part of your recruiting mix. The first step is to look at your current Career Site and see where and when improvements and enhancements can be made. Alstin can assist with analyzing your current site content and provide phased recommendations and a roll out plan to create elements of Web 2.0 on your site.

Hear what we have
to say:
blog.alstin.com
and join the
discussion!

*Get solutions to
common HR issues
and an inside look at
how our "a-team"
weaves its magic.*

Communications

What kind of elements of Web 2.0 make the most sense for your organization? Options vary, but features job seekers may be expecting to encounter on your site could include any of the following:

- **Employee Blogs** - Enables employees within various departments of your organization to write daily, weekly or monthly blogs. Allows for significant creativity with minimal changes. Job seekers prefer to see the "real world" and not be fed a bunch of marketing hype, so keep it real.
- **Social Networks** - Develop one exclusively for your recruiting initiatives. You can invite prospective applicants, previous employees, alumni, and current employees to join.
- **Podcasts** - Develop job description podcasts ("jobs in pods") that enable a Hiring Manager to discuss the attributes of the position with a team member (or to the potential applicant). Podcasts are a terrific way to enable a potential applicant to download your job description and take it with them for "on the go listening."
- **Videos** - Develop video employee testimonials, tours of your facilities and/or departments to enable your Career Site visitors to get a glimpse "behind the scenes."
- **Feedback** - Add elements to your Career Site that enable visitors to "post" discussions or rate your podcasts, videos, etc. Enabling for this method of "feedback" is integral for taking your Career Site to the 2.0 arena. (Note: there are ways to moderate comments prior to them being visible to the entire Web.)

Results

By adding interactivity to your Career site, you are engaging your audience and inviting them to be a part of the hiring process at an earlier stage. This enables you to not only educate and "sell" your organization to your targeted audience, it allows you to receive feedback (both good and not-so-good) and create a more open line of communication. Ultimately, by combining these key facets you will increase your ability to interest and lure a high caliber applicant. Want to take your site to the Web 2.0 level? Contact Alstin today.

Have a new address? Phone? Email? If so, please let us know.
Phone: 215.568.3200. Email: recruit@alstin.com



Alstin Communications is a proud member of EMPACTworld — the largest worldwide alliance of independent advertising agencies specializing in Employer Marketing. There are more than 350 advertising/employer marketing professionals in seventeen firms with 22 offices in seven countries on three continents. Each agency location shown below is staffed with people who are passionate about what they do. Our office locations include:

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Manchester - Melbourne - Miami - Montreal - New York - Omaha - Paris - Philadelphia
San Jose - Sydney - Toronto - Winnipeg - Vancouver**

So whether you're looking for a local contact in a distant market or a branding initiative with international appeal, you need to look to one place — Alstin Communications. Our EMPACTworld mission is simple: Help our clients find, motivate and retain the employees they need to accomplish bottom-line business objectives.

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*Enthusiasm: when it goes around,
it comes around.*

**JPP's 5-Es are:
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ENTHUSIASM
EFFICIENCY
EXCELLENCE
ECONOMY**

Special Edition

The Inquirer will publish a special edition in March 2010 called "The Philadelphia Inquirer/Daily News/Philly.com Top Workplaces 2010" to recognize organizations that excel in creating a dynamic, supportive and inclusive workplace.

The newspapers already publish the annual special section "The Top 100 Businesses" to recognize the financial performances and the employment levels of the region's biggest companies and institutions, but the new publication will focus on the workplace.

And, they need your help!

What: Nominations for the "Top Workplaces 2010," which will focus on different types of organizations, including nonprofit agencies, private companies and public companies, to give readers insight into the cultures and environments of the region's workplaces.

When: From now until August 28th, 2009, The Inquirer and its partner, Workplace Dynamics L.L.C., will be taking nominations.

Where: Nominations may be made on the Web at: <http://go.philly.com/TopWorkplaces> or by phone at 484.323.6270

Who: Any employee, from chief executive on down, may nominate a company. There is no cost to participate, and every organization that takes part will receive feedback on its workplace.

Eligibility: Organizations must have more than 50 employees in Southeastern Pennsylvania and South Jersey.

Comcast-Spectacor Subsidiaries will have Big Role at Union Stadium

Keystone Sports and Entertainment, the ownership group of Philadelphia Union soccer team joining Major League Soccer in 2010, formed what it is calling a "comprehensive partnership" with Philadelphia sports and entertainment company Comcast-Spectacor Monday. Financial terms of the deal were not disclosed.

Comcast-Spectacor and its subsidiaries – Global Spectrum, Ovation Food Services and New Era Tickets – will, respectively, manage the Union's new 18,500-seat stadium being built in Chester, PA.; provide food and beverage concessions and catering at the stadium; and support Union ticket sales. Other facilities managed by Global Spectrum include Citizens Bank Park in Philadelphia and the University of Phoenix Stadium in Arizona. (Source: *Philadelphia Business Journal*, 7/13/2009)

Stimulus Paying for Training in Philadelphia

The award of \$2.92 million in federal stimulus funds to organizations to provide workforce training programs in Philadelphia was announced recently. The bulk of the funding, which will be administered by the Philadelphia Workforce Investment Board, will go toward training in high-growth industries, including: clean energy; business and financial services; education and social services; hospitality; health care and life sciences; construction, logistics and transportation.

The following programs will receive funding:

- Entry-level construction trades:
 - JEVS/Orleans Tech will receive up to \$264,000 for telecomm installer and cabler positions.
 - The Mayor's Office of Re-Entry will receive up to \$240,000 for ex-offenders to receive telecomm installer and cabler training.
- Health care:
 - District 1199c Training and Education Fund will receive up to \$300,000 for certified nursing assistant training

- KRA Corp. will receive up to \$125,000 for phlebotomy training.
 - Allied Technical Institute of Philadelphia will receive up to \$140,000 for medical billing and coding training
 - Community College of Philadelphia will receive up to \$120,000 for similar training.
- Education:
 - Congreso de Latinos Unidos will receive up to \$300,000 for a childhood development associate program.
 - Holy Family University will receive up to \$240,000 for a teacher certification program.
 - Community College of Philadelphia will receive up to \$120,000 for a social service assistant program.
- Logistics and transportation:
 - Congreso de Latinos Unidos will receive up to \$150,000 for a truck driving CDL training program, as will All State Career. Congreso de Latinos Unidos will subcontract its program to All State.
- Business and financial services:
 - Community College of Philadelphia will receive up to \$120,000 for a network administrator program
 - Center for Innovative Training and Education will receive up to \$129,000 for a secretarial program.
- Also:
 - The Doe Fund (Ready, Willing and Able) will receive up to \$108,000 to train homeless men in entry-level work and work readiness skills.
 - The Maxwell Education Group will receive up to \$150,000 for training in solar panel installation and sales.
 - Educational Data Systems, Inc. will receive up to \$60,000 for 50 new job placement slots and Impact will receive \$60,000 for 50 retail job placement slots tied to a Kensington economic development project.

(Source: Philadelphia Business Journal, 7/1/2009)



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Verbs: The Recruiter's Best Friend

Have you ever encountered this situation? Read on for a method to break down communication barriers.

Recruiter: So, Manager, for this internal position you'd like me to fill, what skills are most relevant?

Manager: I need someone who is sharp.

Recruiter: I interpret that to be someone who will try to understand all aspects of a problem, including underlying ones. Is that it?

Manager: No, that's not exactly what I meant.

Recruiter: Someone who looks for subtle opportunities to improve service, productivity, etc.?

Manager: No, not really. I mean, a "big-picture" person.

Recruiter: Oh. Someone who prioritizes the team's goals when making day-to-day decisions?

Manager: Yes, that's it. Someone who is sharp.

The manager in the above situation assumed that the word "sharp" means the same thing to everybody. But it doesn't. If you ask ten people to write a brief sentence describing what "sharp" means in a human performance context, you will get at least seven or eight different answers.

The central thesis here is that descriptions of behaviors are a much better way to communicate what high performance looks like than traits or other one-word descriptions. Think of behaviors more simply as "verbs." As a rule of thumb, when describing desired performance, verbs are best. Adjectives and nouns are generally more ambiguous. An argumentative person might say that "is" is a verb, and therefore, to tell the recruiter you want someone who "is sharp," passes the test. But that just misses the point. The real goal is clarity, and verbs are clearer. *(Source: Recruiting Trends Bulletin, 7/14/2009)*

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The Future of Work: Safety and Health Issues of an Aging Workforce

Work is predicted to change greatly in the near future, whether it's through the emergence of global and virtual employment models, the redefinition of career and retirement, or the development of new technologies.

One area already triggering concern is the rise of the "graying workforce" and the special safety and health concerns this demographic brings. Employers need to be able to protect, engage and retain older workers as the workforce ages—especially by looking at safeguards from musculoskeletal injuries, matching workspaces and job tasks to each worker's capacity, and implementing flexible return-to-work policies, said Dr. John Howard, former director of the National Institute for Occupational Safety and Health.

Speaking at a forum presented by the U.S. Department of Labor, Howard suggested that the value of a worker may be assessed less by his age and more by what talents and skills he brings to the workplace, "and therein lies the power of investing in older workers."

A Look at the Numbers

As the result of two major long-predicted shifts in workforce demographics—a substantial aging of the workforce and a diminishing number of younger workers—employers today are facing unique human resource challenges. On the one hand, all signs point to an increasing abundance of older workers, with many showing indications of choosing to continue working beyond the traditional retirement age of 65 and, on the other, a diminishing pool of younger workers to replace them.

According to the Bureau of Labor Statistics, the worker age groups of 65 to 74 and 75 and older are projected to grow more than the other worker age groups between now and 2016, increasing by 83.4 percent and 84.3 percent, respectively.

Additionally, according to the Employee Benefit Research Institute's 2008 Retirement Confidence Survey, the number of Americans who are very confident in their ability to afford a comfortable retirement has declined sharply, from 27 percent in 2007 to 18 percent in 2008, the largest one-year decline in the survey's 18-year history. More than half (54 percent) of American retirees in 2008 said they were more concerned about their financial future than when they retired, which marks a 14-point increase from the 40 percent who gave this response in 2007. According to AARP data, nearly 70 percent of workers report that they plan to work in their retirement years or never fully retire and nearly 50 percent of workers ages 45 to 70 indicated that they envision working into their 70s or beyond. The recent catastrophe in the financial markets has added new urgency to these challenges as financial losses compel even more men and women in their 50s and 60s to reassess their retirement plans.

In contrast with those statistics, 60 percent of CEOs report that their companies have not accounted for workforce aging in their long-term business plans, according to AARP.

Impact on Safety and Health

The changing demographics in the workforce point to a significant impact on occupational safety and health. While data show that older workers are responsible for fewer injury claims than most other age groups, the injuries they do report tend to be worse and two to three times more costly than those for younger workers. The primary dangers for older workers include increased falls, increased fatality rates, increased rates of accidents while driving, longer healing times (two to three times longer than younger workers), greater overall severity of injuries, and more severe musculoskeletal disorders.

Some key best practices for reducing the primary safety risks to older workers include:

- Preventing slips and falls, the leading cause of injury and accidental death for workers 65 and older, including conducting periodic audits of walking surfaces; keeping walking surfaces clean, dry, unobstructed and in good repair; requiring safe employee footwear; making elevations safe and providing handrails for both sides of stairs; and ensuring good lighting for facilities and grounds.
- Implementing task rotation or job reassignment to eliminate repetitive stress and heavy lifting injuries.
- Matching job tasks and workspaces to the capacity of each worker, with ergonomic principles in mind.
- Enforcing a driver safety policy that includes mandatory seat belt use, familiar driving routes, regular driving hours and driver training
- Facilitating healthy, gradual transitions back to work after an injury.

(Source: SHRM's HR Week, 7/14/2009)

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Staffing Firm Ordered to Pay \$250,000 in Bias Lawsuit

National employment agency chain Preferred Labor agreed to pay \$250,000 to settle a sex discrimination lawsuit, the U.S. Equal Employment Opportunity Commission announced recently. The company, which did business as Preferred People Staffing, agreed to the settlement after it sold its day labor business to another firm.

The North Carolina-based company restricted women to only certain work assignments and accepted discriminatory requests from customers to send only male workers at its location in Worcester Massachusetts, according to the EEOC. The company also retaliated against one woman for complaining.

In addition, the ruling provides that if Preferred resumes conducting business as a temporary day labor agency, it will be enjoined from engaging in discrimination or retaliation and will implement policies and procedures prohibiting those practices. The company also will have to conduct anti-discrimination training for its employees and managers and take other steps designed to prevent discrimination and retaliation.

"We commend Preferred for working cooperatively with us to reach this agreement," said EEOC New York District Director Spencer H. Lewis. "The resolution of this lawsuit represents substantial progress in the expansion of job opportunities for women in the temporary labor industry." *(Source: Workforce Week, 7/14/2009)*

Supreme Court Finds City's Rejection of Promotion Test Results was Unlawful Racial Discrimination

By throwing out the results of an examination to determine those firefighters best qualified for a promotion, the City of New Haven, Connecticut violated Title VII's prohibition against discriminatory treatment based on race, the Supreme Court ruled in a narrowly divided opinion. The case (*Ricci v DeStefano*, No. 07-1428, June 29, 2009) has been even more closely watched because of the role that Judge Sonia Sotomayor, the Obama Administration's nominee for the announced Supreme Court vacancy, played in the appeals court's decision below that upheld the city's actions.

Although the city threw out the results for all firefighters who took the exam, white firefighters sued for reverse discrimination, alleging that they were denied a chance at promotion because the city's decision to reject the exam was based on the fact that the highest-scoring candidates were white. In response, the city argued that throwing out the results was its best alternative: if it had certified the test results, it could have faced Title VII liability for relying on a test that had a discriminatory impact on minority firefighters.

New standard of statutory construction applied. Announcing a new statutory standard, the Court held, 5-4, that before an employer can engage in what otherwise would be prohibited discriminatory treatment in order to avoid or remedy an unintentional, disparate impact, the employer must have "a strong basis in evidence" to believe it will be subject to disparate impact liability if it fails to take the race-conscious, discriminatory action.

The Court decided the case by reconciling the two potentially conflicting provisions of Title VII: the prohibition against intentional acts of employment discrimination (disparate treatment), and the prohibition against policies or practices that are not intended to discriminate but, in fact, have a disproportionately adverse effect on minorities (disparate impact). Once an employee has established, on its face, a case of disparate impact, the employer still may successfully defend its practice by demonstrating that it is job related and consistent with business necessity. And, even if the employer meets that burden, the employee may still succeed by showing that the employer refuses to adopt an available alternative practice that has less disparate impact and serves the employer's legitimate needs.

In adopting a new standard, the Court looked to prior cases decided on constitutional grounds that held that certain government actions to remedy past racial discrimination-actions that were themselves based on race-were constitutional only where there is a "strong basis in evidence" that the remedial actions were necessary. It reasoned that the same interests are at work in the interplay between the disparate-treatment and disparate-impact provisions of Title VII.

The Court said that, "Applying the strong-basis-in-evidence standard to Title VII gives effect to both the disparate-treatment and disparate-impact provisions, allowing violations of one in the name of compliance with the other only in certain, narrow circumstances. The standard leaves ample room for employers' voluntary compliance efforts, which are essential to the statutory scheme and to Congress's efforts to eradicate workplace discrimination."

Applying its standard, the Court found that the city's reasons did not present a strong basis in evidence. The city could be liable for disparate impact discrimination only if the exams at issue were not job related and consistent with business necessity, or if there existed an equally valid, less discriminatory alternative that served the city's needs but that the city refused to adopt. There was no substantial basis in evidence that the test was deficient in either respect, said the Court. Finally, fear of litigation alone could not justify the city's reliance on race to the detriment of individuals who passed the examinations and qualified for promotions under the test, it reasoned. (*Source: hr.cch.com, 6/29/2009*)

Recruiters Say Doing Business as Usual Isn't an Option

Economic conditions and new technology are changing the way recruiters meet the demands of clients and job seekers. Those who have been in the recruiting business for

more than a decade have likely been through this type of hiring environment before.

It can be summed up like this: Companies are waiting to hire for key positions. A slew of nonqualified job applicants are vying for the potential job openings. And companies are being extra picky about their hiring moves, even when there is clearly some top-notch talent that could fit the open position like a tailored Armani suit.

"I started my career in the mid-'90s, and I worked through the uptick of the recession of the early '90s. And I worked through the dot-com boom and bust, which affected a lot of other industries, as well," says Robert L.S. Boroff, managing director of San Francisco-based executive search firm Reaction Search International. And, adds Boroff, the present economic conditions haven't been friendly to recruiters from his company or other firms nationwide.

Yet recruiters have been survivors, even dating back to the 1930s. "The executive search industry was actually created during the Great Depression," says Boroff, giving a quick history lesson. "It was created because there were too few jobs and too many people applying for those jobs. And companies needed an agent to basically screen through those people to find the very best."

Similar to other tough economic times, the oversaturation in the current market can be a thorn in recruiters' sides. "Thousands of people are applying for jobs, which can be very frustrating and a real time-waster, especially as companies are laying off some of their internal recruiting and HR functions," Boroff says.

New technology has come to the aid of recruiters, something that wasn't readily available in prior years—even in the wake of the dot-com meltdown. According to Wayne Cozad, managing partner of Cube Management in Beaverton, Oregon, using Internet-related social networking and other available technology has been one key to surviving the recession.

Cozad says Cube, which focuses on placing sales and marketing managers and executives, uses "social networking sites for advertising positions and finding candidates, and for networking with folks who may not be a candidate but might know a candidate. We also use about 800 job boards to post ads, and we feel it's important to be an Internet-savvy company. We're definitely part of the electronic age." He's also confident that adopting new technological advances will position Cube well once the economic recovery materializes. But don't expect that recovery soon, Cozad says. He expects the job market to affect recruiters, companies and job seekers at least into the fall.

Cozad is not alone. According to the recent Execunet Recruiter Confidence Index, a survey of executive search firms, only 28 percent of recruiters are confident or very confident the executive employment market will improve in the next six months. Boroff isn't quite as pessimistic, saying, "Traditionally if you look at the ebbs and flows of hiring, the first part of the year is strong. It wasn't that way this year. Then usually it goes through the dog days of summer and things slow down. But since we missed that first big hiring influx because everyone was thinking the sky was falling, now companies don't have a choice but to fill some of those critical roles."

Boroff's prediction for the job market may differ from Cozad's, but one thing they do agree on is that too many of their colleagues in the recruiting field are hanging on to the traditional ways of doing business. Now it's more important than ever to listen to a client's needs and work the referral networks, Boroff says. On top of that, he says recruiters at RSI are direct-recruiting instead of waiting for candidates to come to them.

"Things that we're doing differently today are using sites like LinkedIn," Boroff says. "It really gives you a chance to access people that you normally would not be able to get to on a resume search or database search because they're not on the marketplace."

Astoundingly, Cozad says the number of recruiters not using LinkedIn and other social networking is higher than he would have thought. A recent example: "I just got back from a national show down in Tampa with all these recruiters," he recalls, "and I was really surprised how many sales and marketing recruiters, in particular, still do the 'old' resume/call/referral kind of work without using the Internet and other electronic means that are out there."

Cozad insists that just tapping into online resources such as Monster isn't going to cut it. "Using Google AdWords and other avenues out there to promote your business will bring candidates and clients to you if you're creative about where you place yourself on the Internet," he adds. In other words, adapt or become extinct. (*Source: Workforce Recruiting, 7/9/2009*)

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Bill to Ban Sexual Orientation Bias Introduced

Bipartisan support for legislation that would prohibit workplace discrimination based on sexual orientation and gender identity has grown, and the bill, known as the Employment Non-Discrimination Act (ENDA), has a good chance of being enacted into law, sources familiar with the issue say.

The newest version of ENDA was introduced on June 19, 2009, in the House of Representatives, by Rep. Barney Frank, D-Mass. The bill (H.R. 2981) originally had 10 co-sponsors (five Democrats and five Republicans), but by June 24, the number of co-sponsors had grown to 118, which led Frank to "re-drop" the bill.

The proposal would make it illegal for most public and private employers to discriminate against employees or job applicants based on their sexual orientation, transgender status or gender identity. The bill does exempt the U.S. military, veterans' service groups and religious organizations and does not require employers to provide benefits to domestic partners of their employees.

"I am encouraged that we are going to be able to pass ENDA this year and do what we weren't able to do a couple years ago, and that is pass a fully inclusive bill," Frank told reporters. "I urge people to keep lobbying. You can now take for granted that there will be a vote on the floor of the House of Representatives almost certainly this calendar year on a fully inclusive ENDA."

The House of Representatives did vote to approve a version of ENDA in November 2007. The measure, as passed by the House, did not include the provision which offered transgender and gender identity protections for workers.

Frank and other sponsors of the bill agreed to remove the controversial provision after support for the original proposal began to fade. The House action marked the first time that ENDA passed in either house of Congress. However, the measure stalled in the Senate.

Supporters of ENDA have vowed that the bill will pass both the House and Senate this time. President Barack Obama has indicated that he supports the legislation and would sign the bill into law.

Political observers agree that the legislation has the needed support to pass the House again, but it will face tougher opposition in the Senate. Republicans have strongly opposed ENDA ever since it was first introduced in the Congress 15 years ago. With only 40 Senate seats, the GOP does not have enough votes to block a cloture vote to end any filibusters of the measure. However, the Democrats only hold 57 seats, and with independents Sen. Bernie Sanders (I-Vt.) and Sen. Joseph Lieberman (I-Conn.), they are just one vote shy of the 60 votes needed to invoke cloture and halt any threatened filibusters.

With Democrat Al Franken winning the disputed Minnesota seat, Democrats have enough votes to finally push ENDA through the Senate.

However, support for the controversial legislation is not guaranteed among moderate and more conservative Democrats. The political wrangling and heated debate in the Senate over health care reform could delay any action on ENDA this year, several sources familiar with the issue say. Still, support for ENDA is the strongest it has ever been, and chances for passage this year or in 2010 look favorable, the sources agree. (Source: *SHRM's HR Week*, 7/7/2009)

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Philadelphia Area Association of Healthcare Recruiters (PAAHCR) For more information, please visit www.paahcr.com.

Philadelphia Human Resources Planning Society (PHRPS) will hold a meeting with PHRPS Board Members and New Members of PHRPS on 8/14 at Marathon Grill, 19th and Spruce Sts., Philadelphia, PA. To make a reservation, please contact Barbara Curtis at bcurtis@barrpino.com or 800.871.9012 ext. 78777. For more information about PHRPS, please visit www.phrpg.org.

Tri-State HRMA will host a dinner meeting on 9/10 from 5:30 p.m. to 8:30 p.m. This will be the first dinner meeting of the 2009-2010 Programming Year and the topic is "CSR and Business Sustainability: HR's Leadership Role." The speaker will be Brian J. Glade, SPHR, GPHR, who directs international programs for Society for Human Resource Management. This meeting will take place at the Mt. Laurel Marriott, Rts. 73 & 295, Mt. Laurel, NJ. Visit www.tristatehr.org for more information.

PhillySHRM will be one of the sponsors for the Mega Career Fair at Lincoln Financial Field on 9/23. This event will run from 10 a.m. till 4 p.m. For more information, please visit www.phillyshrm.org.

Chester County Human Resources Association (CCHRA) is currently planning its 2009/2010 schedule. For more information please visit www.cchrassn.org.

The Greater Valley Forge Human Resource Association (GVFHRA) will partner with the Philadelphia SHRM Chapter on 10/9 to host the Annual Delaware Valley HR Partnership Summit. This event will take place at the Philadelphia Marriott Downtown Hotel. For more information, please visit www.dvhrpsummit.com.

HRA of Southern NJ meetings take place at the George P. Luciano Family Center for Public Service & Leadership at Cumberland County College. Dinner meetings are from 5:30 p.m. till 8:30 p.m. For meeting information, please contact Agnes Trummer at 215-751-8208 or atrummer@ccp.edu.

The Human Resource Professionals of Central Pennsylvania (HRP of Central PA) typically hold monthly meetings on the fourth Tuesday of each month. For more information please visit www.hrppca.org.

HRMA of Princeton will not be hosting a meeting in August. For additional information, please visit www.hrma-nj.org.

Southern Shore HR Management Association of New Jersey hosts meetings on the third Wednesday of each month except for December. Please visit online at www.sshrmanj.org for more information.

SHRM DE (Delaware Chapter) will host a dinner meeting on 8/11 at 5:30 p.m. at the Cavalier Country Club. The topic for this meeting is "EBIT-Duh!" The speaker will be Clare Novak. For more information, please visit www.deshrm.org.

Southeastern Pennsylvania Chapter of the Society for Human Resource Management (SEPA SHRM) will not hold any meetings in August. SEPA SHRM typically holds monthly breakfast meetings featuring keynote speakers covering timely topics related to human resources. These meetings start at 8 a.m. Meetings are held on the third Tuesday of each month at the Ramada Inn Northeast Philadelphia. For more information visit: www.sepashrm.org.



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NEW CLIENTS:

Since **March 2009**, the following organizations have become new clients of Alstin Communications:

Bayada Nurses - NJ
Burlington, NJ

Bancroft NeuroHealth
Cherry Hill, NJ

Depaul USA
Philadelphia, PA

GMAC Bank
Ft. Washington, PA

GMAC ResCap
Ft. Washington, PA

**MEDCO (Liberty Bell Equipment Corp
t/a MEDCO)**
Philadelphia, PA

Southeast Delco School District
Folcroft, PA

Touchstone Wireless, L.P.
Hatfield, PA

United National Group
Bala Cynwd, PA

American Water Works Co. said recently that its financing subsidiary, **American Water Capital Corp.**, has closed an offer of \$45.4 million in tax-exempt water revenue bonds issued by Owen County, K.Y. The bonds pay 6.25 percent interest and mature June 1, 2039. Proceeds from their sale will be used to repay short-term debt related to the construction of a water treatment and transmission plant in Owen County, as well as to pay the remaining costs of building and equipping the plant. **American Water** provides drinking water and waste-water and other services to 15 million people in 32 states and Ontario, Canada. It's based in Voorhees, N.J. (Source: *Philadelphia Business Journal*, 6/23/2009)

Aqua America Inc. recently said that its Texas and Indiana operating subsidiaries had purchased three water and wastewater systems for \$260,000. **Aqua Texas Inc.** bought the Spring Hill Water Co. and the Holiday Estates water system for \$125,000 in two separate transactions. The Spring Hill Water Co., which **Aqua Texas** has operated since 1998, serves nearly 500 residents in the Krum and Ponder areas of Denton County, which are in a high-growth area known as the Alliance Corridor. The Holiday Estates water system serves more than 200 residents on Lake Tawakoni in Hunt County in eastern Texas. **Aqua Texas** plans to install new radio-frequency water meters for customers in both systems. **Aqua Indiana Inc.** acquired Heir Industries Inc., a wastewater utility that serves roughly 300 residents near Borden in Clark County for \$135,000. The system was first developed in 1972 to serve the Southern Hills Subdivision. A 40,000 gallon per day treatment facility that has the capacity to serve nearby planned residential developments was added in 1996. **Aqua America** of Bryn Mawr, P.A., owns and operates water and wastewater systems in 13 states. (Source: *Philadelphia Business Journal*, 7/15/2009)

Check casher and payday lender **Dollar Financial Corp.** announced it has acquired two pawn shops located in Edinburgh and Glasgow, Scotland. The two stores were established in 1830 and primarily deal in loans securitized by gold jewelry and fine watches, while offering traditional secured pawn lending for other items. Terms of the transaction were not released and **Dollar** did not identify the seller. "The acquisition of these stores expands and extends our pawn lending business and further strengthens our position as the third largest pawn lender in the United Kingdom," **Dollar Financial** Chairman and CEO Jeff Weiss said. "Pawn lending in the U.K. is a tradition that goes back hundreds of years and is widely accepted as a mainstream source of credit, while at the same time is a profitable source of securitized consumer lending revenue for our business." (Source: *Philadelphia Business Journal*, 7/8/2009)

Subaru of America said recently that its sales rose 3 percent since June 2008. **Subaru** continues to hold up well against rival car makers. June sales were off 33 percent for General Motors, 42 percent for Chrysler, and 11 percent for Ford. General Motors and Ford have closed factories while they work through Chapter 11 bankruptcy. Asian automakers Toyota and Nissan reported declines of 32 percent and 23 percent, respectively. **Subaru** sold 18,620 vehicles in June, up from 18,007 a year earlier. Year to date, sales were down 1 percent. The Cherry Hill, N.J.-based car company, which is owned by Fuji Heavy Industries of Japan, is best known for producing sporty sedans and crossovers, and for offering standard all-wheel drive on all models. **Subaru's** best-selling model, the Forester, has sold 36,158 vehicles year to date, a 31 percent increase over the first six months of 2008. The Legacy followed with 12,677 models sold, an 11 percent increase. In June, the winners were the Legacy, with a 28 percent increase, and the Impreza models, which sold 24 percent more over last year. The Outback slipped 21 percent and the Tribeca SUV was down 27 percent. (Source: *Philadelphia Business Journal*, 7/2/2009)



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NORTHEAST

Camden Courier-Post (NJ) will have banner sections called "Sizzlin' Jobs" for Education and HealthCare on 8/9, for Sales & Marketing & Education on 8/16 and for Education & Transportation on 8/23. There will be an in-paper Job Fair for Education, Healthcare & an Employment Directory on 8/30.

Greater Philadelphia Newspapers (PA) will have a special section called "Jobs A-Z" on 8/12, and a section for transportation called "Jobs on the Go" on 9/6.

Nursing Spectrum & NurseWeek will host a Career Fair in Mt. Laurel, NJ on 9/22.

MIDWEST

Nursing Spectrum & NurseWeek will host a Career Fair in Oakbrook Terrace, IL. on 9/25.

WEST

Las Vegas Review-Journal (NV) will host a Career Fair on 8/18 from 12 pm till 4 pm at the Santa Fe Station Casino.

Freshjobs.com is a recruitment web site where postings change every week. Postings stay "fresh"— which in itself makes this site unique. Plus, \$90 per posting makes freshjobs.com very reasonable (especially since they cross-post to Nationjobs, Career One Stop, Vault, Craig's List, Job.com, and Google Base). Because we believe that this approach is extremely worthwhile and a great bargain, we will order all print ads that are internet worthy placed with us to appear on freshjobs.com unless instructed otherwise.



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Correct Craft, Inc.	FL	98
Florida Judicial Branch	FL	10
AGCO Corporation	GA & KS	154
Allied Systems Holdings, Inc.	GA & MI	115+
University Health Services, Inc.	GA	30
Idaho Timber, LLC	ID & MT	26
State of Illinois	IL	2,600
Discover Financial Services	IL	55
Motorola, Inc.	IL	74
Tellabs, Inc.	IL	150
Indiana University	IN	5
Big Dog Motorcycles, LLC	KS	20+
City of Olathe, KS	KS	6
City of North Adams, MA	MA	6
Covidien Inc.	MA & SC	119
Paul Reed Smith Guitars	MD	30
Caraco Pharmaceutical Laboratories, Ltd.	MI	350
Chrysler Group, LLC	MI & IL	992
General Motors Corporation	MI	400
Meridian Automotive Systems, Inc.	MI & IN	295
Eagle Creek Software Services, Inc	MN , ND & SD	15
Minnesota Department of Human Services	MN	18
Pharmaceutical Product Development, Inc.	NC	270
Stock Building Supply, Inc.	NC	81
Bloomfield Public School District	NJ	15
Bristol-Myers Squibb Company	NY	25
City of Rochester, NY	NY	15
Kgb	NY & TX	25
Mt. Vernon School District	NY	40
Racemark International LP	NY	36
Cliffs Natural Resources, Inc.	OH	700
Troy-Miami County Public Library	OH	6
ARAMARK Corporation	PA & IL	73
The Hershey Company	PA	12
Sunoco, Inc.	PA	40+
Affirmative Insurance Holdings, Inc.	TX	150
American Heart Association, Inc.	TX & OK	26+
The Texas A&M University System	TX	17
Teleperformance USA	UT & OH	250
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Welcome to Alstin in Action!

Alstin in Action is the new section of Alstin Answers that will provide an inside look at what we have to offer. We will feature an idea each month with a sample of how it worked for one of our clients. If you have questions or any interest in what we are featuring, please feel free to contact us at 215-568-3200 or recruit@alstin.com. Thank you, and ENJOY!

FriendRecruit

Use Facebook and Twitter to Promote Your Employee Referral Program AND/OR Advertise All Your Jobs On Facebook

Everyone knows that employee referral programs are a company's best performing recruitment tool. However they come with limitations, most notably that they're in-house programs rarely seen (or performing) outside the company. Now, though, that hurdle has been crossed with an ingenious little application called FriendRecruit—software that allows you to use your employees' existing network on Facebook/Twitter to promote your jobs.

FriendRecruit is a Facebook/Twitter application that feeds your jobs onto your company's employees' profiles. Friends of that employee, or friends of friends, can actually apply and send their resume to jobs directly on Facebook. You can then give a bonus to the employee for a hire that comes through their profile, giving employees an incentive to install the Facebook application. Everything can be tracked from FriendRecruit's dashboard, or recruiters can opt to have the resumes dumped directly into their ATS.

Additionally, FriendRecruit can be used as an application that pushes your jobs from your ATS to your company's Facebook fan page.

FriendRecruit is a surprisingly affordable solution. Companies pay a one time installation/development fee for a customized application made to work with their current ATS or resume system with a minimal monthly charge for maintenance and updates. Cost is much less than subscriptions to major job boards and once installed will allow your company to take advantage of word-of-mouth advertising through the burgeoning social media networks.

To learn more, just contact your Alstin Communications' Account Executive at 215-568-3200.



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