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Career Videos and Podcasts

Being a mover and shaker is about more than keeping up with technology. For the most effective companies — those who are steps ahead of the trends that others wait to jump on — innovation isn't a point on a checklist: it's part of their overall strategy. For the HR department focused on giving people "insider" access to what it's really like to work in their company, Career Videos and Podcasts are the most dynamic and alluring ways of spreading their message of opportunity to a world of potential candidates.

Strategies

Have you ever felt as if you're not giving the full story about a position or your company? Does it sometimes seem like your job posting just isn't resonating with potential candidates? Is your Careers site just "OK"? A Careers Video or Podcast from Alstin Communications can effectively fill the gaps left by static web pages. By giving a clearer "snapshot" of who you're looking for, what it's like to be in a specific position, or how your company can be a match for a particular audience, Videos and Podcasts are small snippets of your culture with the potential for big returns.

Communications

A Careers Video from Alstin — embedded within a job posting, career site, microsite, or other online venue — allows candidates to "try on" an occupation before they've even

applied. More interactive and interesting than a static page on your careers site, a Career Video can target prospects with a high-quality, streaming video or audio experience that has the potential to turn apprehensive candidates into confident applicants. In much the same way, a Podcast—a digital recording of a radio broadcast or audio program which can be downloaded onto a computer or audio player for later listening—results in a more memorable first visit than clicking on an "About Us" tab ever can. Podcasts can be used as a subscription-based tool that can act as accompaniment to a job posting, or used to market your ERP. Videos and Podcasts can also be promoted through viral marketing by strategically placing them throughout your corporate site as well as sites with content relevant to your target audience. However you use these tools, they're investments that can pay back with every click.

Results

Career Videos and Podcasts can:

- Build awareness of your recruitment brand via more robust media
- Help you deliver richer, more stimulating messaging to targeted candidates
- Leave a more positive first impression with visitors by giving them the feeling they're being talked "with" as opposed to talking "at"
- Turn ordinary recruiting event invites into talked-about marketing masterpieces
- Include an individual URL for all employment Videos/Podcasts and take away maintenance complications (by letting Alstin host them on our server)

Ready to shake up your messaging? Contact Alstin to learn more about Career Videos and Podcasts. We'll recommend the best Strategy for your needs, develop creative video- or audio-based Communications that work to attract applicants, and provide an implementation gameplan that will deliver loud and clear Results.

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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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ENTHUSIASM
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EXCELLENCE
ECONOMY

Delay in voting on the Pennsylvania budget leads to speculation on whether deal will hold

More than a week from the announcement that a state budget deal had been struck, a long list of issues remains unsettled, details are sparse and opposition to what is known is mounting. Some lawmakers and lobbyists say any one of a number of things could blow it up, but those at the center of the ongoing talks seemed confident entering the weekend that the deal on a three-month-late budget will hold.

Meanwhile, rank-and-file legislators grow frustrated that they have little to nothing on paper outlining what the agreement contains, and some lawmakers don't like the few details they have been told.

All of that along with the longer than usual delay in putting the budget deal to a vote and knowing so many human service agencies around the state are on life support leaves United Way of Pennsylvania President Tony Ross uneasy. "If something that's acceptable to the House, Senate and the governor is not secured in short order, two to three weeks max, you are going to see a major catastrophe in the state's health and human service system in terms of layoffs, in terms of closures, in terms of service reduction," he said. "I'm not overstating it. This is for real."

Lobbyists, legislative staffers and rank-and-file legislators agreed that this \$27.9 billion spending plan seems tenuous. Rendell and leaders from three of the four legislative caucuses reached the handshake agreement on Sept. 18. House Republicans remain opposed to it and this could prove problematic in passing the bills if the majority House Democratic caucus becomes fractured.

Drew Crompton, a top aide to Senate President Pro Tempore Joe Scarnati, R-Jefferson County, acknowledged the deal is rickety, but he remains convinced all the pieces will come together and Pennsylvania soon will join the other 49 states that have had a finalized budget in place for weeks.

A top House Democratic staffer said he, too, believes the deal gets done and there's no great divides between the House and Senate and Rendell. The delay has more to do with the hard work of turning broad agreements into detailed law, he said.

Rendell's chief of staff, Stephen Crawford, noted it's important to the legislative leaders and the governor to sell this deal to rank-and-file members who have concerns. "The people of Pennsylvania have waited long enough ... The fundamentals of the deal are sound," Crawford said.

While there are many unsettled issues, "people haven't stopped talking to each other on any of these issues," said the staffer, who asked not to be identified because he is not authorized to speak publicly.

Lawmakers are eager to see the details of the budget. "We're operating in a vacuum," said Rep. Glen Grell, R-Hampden Twp., who made trips to the Capitol last week trying to pick up any budget-related details to share with constituents.

"It is hard for some of them to believe an elected member of the House six days after the deal was announced doesn't have a shred of detail about what's in the deal ... but in fact, that's the case," Grell said on Thursday.

More details are expected to be released this week on the spending plan at the hub of the deal as well as its many spokes. They include legalizing table games at casinos, taxing proceeds on small games of chance, imposing sales tax on tickets to live stage shows and other cultural places, depleting the state's Rainy Day Fund and leasing more state forest land for natural gas drilling.

The House and Senate are expected to begin voting on the legislation later this week or next.

But having possibly two weeks pass between the handshake deal and the vote leaves many wondering whether it can hold together that long. The shroud of mystery that surrounds the details of the deal only fuels that skepticism.

"What this does is it allows various groups to raise concerns and criticize and begin to

nitpick at it," said G. Terry Madonna, a Franklin & Marshall College political scientist and pollster.

And not knowing details incites fear of the unknown, Grell said. "Sometimes fear of the unknown is worse than the reality once you know the truth."

Highlights of the proposed \$27.9 billion state budget:

- Spends \$268 million less than last year.
- Increases funding for basic education aid to public schools by \$300 million.
- Avoids an increase in the state income tax.
- Legalizes table games at casinos.
- Boosts business and cigarette taxes.
- Extends the sales tax to tickets to live stage events and cultural places.
- Imposes a tax on small games of chance.
- Leases more state forest land for natural gas drilling.

(Harrisburg Patriot-News, 9/27/2009)

Rutgers Plans Camden Campus Nursing School

Rutgers University recently announced plans for a School of Nursing at its Camden Campus. With a final plan expected to be presented this fall to the Rutgers Board of Governors, the New Jersey Presidents Council and the New Jersey Commission on Higher Education. "There is a critical need throughout New Jersey, and especially in southern New Jersey, for high-caliber nursing education that combines a research-based curriculum with top clinical experiences," said Rutgers President Richard L. McCormick. "We look forward to working closely with hospitals and other health-care agencies throughout the region as we build a school that addresses the needs of their vital profession."

Rutgers-Camden currently offers an upper-division nursing major through its department of nursing within the College of Arts and Sciences. Rutgers has a College of Nursing in Newark, N.J. The creation of a Rutgers School of Nursing-Camden will address what the university described as "the overwhelming demand" for a Rutgers baccalaureate nursing education in South Jersey through the expanded enrollment of 300 pre-licensure students and 45 registered nurse students over a six-year period. Graduate nursing programs are planned in targeted clinical specialties including clinical nursing practice in community health settings and home care. A nursing Ph.D. program also would be created to develop nurse scientists and scholars. *(Philadelphia Business Journal, 9/9/2009)*



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Feeling Sick? Just Stay Home

Nearly everyone has come to work sick during their career—more than 70 percent of respondents to a recent Monster.com poll said they drag themselves to their jobs when they are under the weather. But for the 2009-2010 flu season, the federal government via presidential addresses, public safety announcements on YouTube, and children's television characters is loudly encouraging all workers to stay home if they are sick.

Why the sudden push to keep ill workers at home this fall? The 2009 H1N1 influenza A virus is "a brand new flu virus," said Lisa M. Koonin, MN, MPH, senior advisor on the Centers for Disease Control and Prevention's (CDC) H1N1 taskforce. "Very few of us have immunity to it. Almost everyone is susceptible."

As children return to school across the country, more reports of H1N1 flu are cropping up, particularly in the southeastern states, where schools opened early in August 2009, said Dr. Thomas Frieden, CDC director, during a recent news conference. And because a vaccine will not be available until at least mid-October 2009, Koonin said, it's particularly important that sick people stay home and not spread the virus to co-workers. Many employers already are changing their sick leave policies.

The good news, Frieden said, is that the H1N1 virus, also called swine flu, has not mutated to cause more severe illness or death. Countries in the southern hemisphere, where the winter flu season has drawn to a close, have not seen an increase in severity or deaths. However, in those countries, large numbers of people were ill and "hospitals were challenged to keep up," Frieden said. He asked employers not to require sick workers to obtain a doctor's note to return to work, as that would overwhelm busy doctors' offices this flu season. In fact, Frieden said, most people who contract the flu don't need to go to the doctor. He encouraged otherwise healthy people who come down with flu to stay home and not see a physician.

In an effort to keep health care workers healthy and safe, Frieden said, the CDC and the U.S. Occupational Safety & Health Administration (OSHA) asked the Institutes of Medicine to report on what masks health care workers should use. The report recommends using fit-tested N95 respirators in accordance with OSHA guidelines. While healthy adults seem to recover relatively easily from the flu, children and adults with underlying serious health conditions or disabilities—including asthma, diabetes, cerebral palsy and other neurodevelopmental conditions—are affected more strongly and get sicker, Frieden said. Members of these populations should go to the doctor as soon as they start to feel ill, he said. Frieden added that otherwise healthy children and adults who have the flu and suddenly have difficulty breathing, or who recover from the flu and then get sick again, should also see a doctor right away. "We don't know for sure if [H1N1] flu will be more or less severe than seasonal flu", Frieden said. "But influenza can be a severe disease."

Other groups who are highly susceptible to and seem to get sicker from the H1N1 virus are pregnant women, children and young adults, Koonin said. They should be among the first people to receive the vaccine. Others at the front of the line for the shots should be caretakers of young children and health care workers, she added. "A vaccine is our most powerful tool for controlling flu because it gives us immunity," Koonin said. There will not be enough vaccine to immunize all 300 million residents of the United States right away, she said, which is why the CDC has identified these priority groups.

The new vaccine was undergoing clinical trials to test for safety and efficacy, she said, noting that the vaccine is being developed in the same manner as the seasonal flu vaccine has been for many years. "The seasonal flu vaccine is out now, and we really encourage businesses to host their own flu clinics and encourage workers to get their shot. Businesses could also consider giving workers time off so they can get the vaccine," Koonin said.

In the meantime, the best defense against catching and spreading the flu is to wash your hands often, cover your cough or sneeze, and stay home if you are sick, experts recommend. H1N1 flu has caused more than 8,800 hospitalizations and 550 deaths in 2009, the CDC reports. (*SHRM's HR Week*, 9/14/2009)

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U.S. Worker Productivity at Six Year High

Workers are more productive, but employee earnings are falling, according to a recent report from the U.S. Labor Department. Productivity--basically the amount of work per hour--increased at an annual rate of 6.6 percent during the second quarter. That's the best performance since the summer 2003 and easily exceeded the 6.4 percent gain economists expected, according to the Labor Department.

Aggressive cost-cutting efforts helped boost the bottom line and kept companies operating, but labor costs declined at an alarming 5.9 percent. That's the largest drop since the second-quarter of 2000 and slightly more than the 5.8 percent decline a month ago. Consumer spending accounts for 70 percent of the economy and lower pay could hurt the recovery. (*Philadelphia Business Journal*, 9/3/2009)

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A Reluctance to Retire Means Fewer Openings

To the long list of reasons American companies aren't hiring - business losses, tight credit, consumer retrenchment - add the fact that many of their older workers are unable, or afraid, to retire.

In other parts of the developed world, people are retiring as planned, because of relatively flush state and corporate pensions that await them. But here in the United States, financial security in old age rests increasingly on private savings, which have taken a beating in the last year. Prospective retirees are clinging to their jobs despite some cherished life plans. As a result, companies are not only reluctant to create new jobs, but have fewer job openings to fill from attrition. For the now 15 million Americans looking for work - this lack of turnover has made a tough job market even tougher.

Consider Barbara Petrucci, a dialysis nurse who had expected to stop working soon, or at least scale back to part time. Now that her family savings have been depleted by market declines, she expects to stay on the job for a long, long time. "Retirement is kind of an elusive dream at this point," says Ms. Petrucci, 58, who works at an Atlanta hospital while her retired husband, Ned, 61, interviews for jobs (unsuccessfully, so far). "We tease at work about someday having to go around at the hospital with our walkers."

The diverted life plans of families like the Petruccis are an unintended economic consequence of the nation's sprawling 401(k) plans. These private retirement savings vehicles, designed 30 years ago as a supplement to traditional corporate pensions, have somewhat haphazardly replaced the old system, like an innocuous weed that somehow overgrew the garden.

As is apparent in this downturn, the economic effects of such an ad hoc system can be perverse. In boom times, when companies need more workers, the most experienced employees may decide to retire, taking comfort in their bloated 401(k)s, whose values typically fluctuate with the financial markets. Today, the reverse is happening in the first deep recession since the new accounts became so pervasive. A recent Pew Research survey found that nearly four in 10 workers over age 62 say they have delayed their retirement because of the recession. (Though the data omits some people who have retired and includes some who are still working, the Social Security Administration said that about 2.3 million people that age started collecting benefits last year.)

"One unappreciated side effect of the 401(k) system is that it's a sort of reverse automatic stabilizer," says Teresa Ghilarducci, an economics professor at the New School. The recent retirement losses have prompted policy makers to discuss whether Americans need a stronger social safety net, not just in health care and unemployment benefits, but in retirement as well.

Economists say there are advantages to reducing the financial risk for individuals. Pooling investments, in some cases, allows workers to switch jobs more easily and helps lower fees associated with investment decisions, for example.

Alternatives include creating incentives for saving and for less risky investments through tax laws or other regulations. The Obama administration has proposed an opt-out retirement savings system, for example. And even before the crisis, some states developed plans for pooling private savings into voluntary, portable retirement accounts.

Though their pension systems may be strained, people in many countries with stronger safety nets are still exiting the labor force in lockstep despite the global recession. Last year in the United States, almost a third of people ages 65 to 69 were still in the labor force; in France, just 4 percent of people this age were still working or looking for work.

After all, Europe isn't just the land of "socialized" medicine. It is also the land of "socialized" retirement plans, and like other automatic stabilizers, pensions help cushion the blow of an economic crisis.

Retirement income typically comes from a combination of three buckets: state pensions, corporate pensions and individual arrangements. In many other industrialized countries, that first bucket - state pensions - supports a large amount of retirees' income. The typical American receives just 45 percent of his preretirement wage through Social Security, according to the Organization of Economic Cooperation and Development. By contrast, a worker in Denmark, which has one of the most comprehensive and generous retirement arrangements in the world, can retire with a state pension that is 91 percent of his salary. "The financial crisis hasn't affected me," says Jens Erik Soerensen, a 63-year-old in Hellerup, Denmark, who works as a researcher at Chempilots, a Danish company that develops polymers for use in the medical device industry. (*New York Times*, 9/2/2009)

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A Jobs Crisis

All the talk of recession ending is confounded by one simple fact: The job market is not recovering. In September, the 22nd month since the recession began, an additional 263,000 jobs were lost, bringing the total number of unemployed to 15.1 million. The losses were worse than August, when 201,000 jobs were lost, but better than July's 304,000. The unemployment rate rose to 9.8% from 9.7%.

Losses fell across the economy: 64,000 lost jobs in construction, 51,000 lost jobs in manufacturing, 39,000 lost jobs in retail trade and even 53,000 fewer government jobs, as local governments shrink. Though losses have slowed from their pace in the winter, spring and early summer, the outlook is not bright. A survey released this week of the Business Roundtable, an association of CEOs who employ 10 million people, said that despite some optimism about the overall economy, only 13% intended to increase hiring in the next six months.

Some sectors of the economy may finally be stabilizing. "The number of jobs in financial activities, professional and business services, leisure and hospitality, and information showed little or no change over the month," according to the Bureau of Labor Statistics that compiles the report. A separate report earlier this week shows that some regions of the country are much closer to stabilization than others. But widespread job losses affect every sector of the economy by reducing consumers' spending power, driving down tax revenues and even threatening the nascent recovery in housing.

Economists had expected the unemployment rate to rise to 9.8%, but had thought job losses would slow to 175,000, thus the report was significantly worse than expected. The rise of joblessness, always a political problem for the White House, is especially unwelcome news for an administration that predicted its \$787 billion stimulus package would halt unemployment at around 8%. Since its enactment, \$86 billion has been paid out, and taxes have been lowered by \$62 billion as a result of the bill's provisions, but this has been unable to stop job losses.

The headline unemployment rate does not include people who want jobs but have given up looking. Including these people, most of whom surely consider themselves unemployed, the rate rises to 11.1%. The broadest measure reported by the Labor Department also includes people who work part time but want full-time work. This measure, of underemployment, reached a high of 17%.

However, the economy's gross domestic product is likely increasing again, as a report earlier this week said that from April to June, the economy shrank by a less-than-expected 0.8%. In the third quarter, which ended Wednesday, the economy likely grew. "The only factor that kept unemployment from rising higher was that 571,000 workers dropped out of the labor force," says Heidi Shierholz, an economist with the Economic Policy Institute.

Even more sobering: a report this week from Rutgers University professors James Hughes and Joseph Seneca who noted that, even if the economy suddenly started adding 2,150,000 jobs a year (instead of losing more than 3 million), it would take until 2017 to get the rate all the way back down. (*Forbes.com*, 10/02/2009)

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Employers Grapple With Rise in Workplace Suicides

When an employee came into work one day dressed in black and asked her co-workers in an offhand manner, "Don't you think this dress would look good in a coffin?" no time was wasted. "We took her right over" to a psychiatric hospital, said Jan Zoucha, vice president of human resources at the employee's firm, Lincoln, Nebraska-based Assurity Life Insurance Co.

Educating employees on signs a colleague is considering suicide is a key element in its prevention, observers say.

It is an issue of growing concern. There was a 28 percent increase in the number of suicides committed in the workplace last year—251—compared with the prior year, according to a census by the U.S. Department of Labor released in August.

And that number does not include the much greater number who kill themselves elsewhere, experts say.

Employers are expressing increasing worry about employee suicide, say employee assistance plan providers. There have been a greater number of calls recently from employers about how to handle potential suicides, said Dr. Doug Nemecek, Eden Prairie, Minnesota-based senior medical director for Cigna Corp.'s Health Solutions organization, which includes its behavioral health and EAP business. In some cases, employees are informing managers about co-workers who have expressed suicidal thoughts on their Facebook pages, he said. But creating a corporate culture where workers feel comfortable seeking help from their company's EAP or other resources can help, experts say.

Those who commit suicide at work may have felt significant stress from their increased workload as well as worries about job security, observers say. The general economic environment can cause problems as well. "They're financially strained," said Richard Chaifetz, chairman and CEO of Chicago-based ComPsych Corp., an EAP provider. "A lot of people are having relationship problems, which tend to get exacerbated" in a financial crisis. People also are concerned about their retirement, as they see their 401(k) assets drop, among other factors, he said.

The fact that a suicide occurs at work may or may not be significant, observers say. "In many cases, if you're choosing to do it here, you're choosing to send a message to your co-workers and your employers," Chaifetz said. Or, "it could be they just don't want to do it at home," where a family member would find them, said Bob VandePol, president of Grand Rapids, Michigan-based Crisis Care Network Inc., which provides critical incident response services for workplaces.

Having a corporate culture that encourages employees to seek help is crucial, observers say. "We create a culture where people feel very cared for, respected, communicated with," said Zoucha of Assurity Life. Rich Paul, vice president of health and performance solutions at Norfolk, Virginia-based ValueOptions Inc., an EAP provider, said employers should implement a suicide prevention program. But, it "has to come from the top down in terms of reinforcing a supportive work environment, communicating and reinforcing the resources that are available to people who are feeling overwhelmed, or feeling that level of distress," he said. "One of the most tragic things about suicide is more often than not" those who commit it have "not sought any type of counseling support before," Paul said. "We should encourage employees to take advantage of the resources available to address stress before it escalates to this tragic level." (*Workforce Week, 9/6/2009*)

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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) For additional information about PHRPS, please visit www.phrpg.org.

PhillySHRM will have a dinner meeting on 10/14 at the Municipal Services Building, 1401 JFK Blvd, 16th floor, Philadelphia. The topic for this HR Speaker Series is "The Ideal HR Candidate." There will also be a webinar on "What to do when the unthinkable happens" taking place on 10/16. For more information, please visit www.phillyshrm.org.

Chester County Human Resources Association (CCHRA) will host a breakfast meeting on 10/23 from 7:30 a.m. to 9:30 a.m. at The Downingtown Country Club, 85 Country Club Dr, Downingtown, PA. 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. There will be a chapter meeting on 10/21 at the Penn Grant Center, 777 East Park Dr, Harrisburg. The topic is "Earning Respect for Human Resources." The presenter will be Jerry Anastasio, PEBTF. For more information please visit www.hrppa.org.

HRMA of Princeton For additional information, please visit www.hrma-nj.org

Southern Shore HR Management Association of New Jersey will host a dinner meeting on 10/21. The topic will be "Keep Up With the Obama Administration." The speaker for this meeting will be Denise Keiser. Please visit online at www.sshrmanj.org for more information.

SHRM DE (Delaware Chapter) will host a breakfast meeting on 10/13 at 7:30 a.m. The topic for this meeting is "Performance Improvement from Good to Great" The speaker will be Professor Diekes, Drexel University. Pettinaro Relocation, LLC will be the meeting's sponsor. The meeting will take place at Cavalier Country Club. For more information, please visit www.deshrm.org.

Southeastern Pennsylvania Chapter of the Society for Human Resource Management (SEPA SHRM) will hold a chapter meeting on 10/20 from 8:00 a.m. to 10:30 a.m. at the Ramada Inn Northeast Philadelphia, 11580 Roosevelt Blvd, Philadelphia. For more information visit: www.sepashrm.org.



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NEW CLIENTS:

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

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Philadelphia, PA

GMAC Bank
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

Triumph Personnel LLC
Broad Axe, PA

United National Group
Bala Cynwd, PA

Aqua America Inc. announced it has acquired the Lawrenceville Water Co., which serves nearly 8,000 people in Lawrence Township, N.J., for \$3.3 million, including the assumption of \$400,000 of debt. The Bryn Mawr P.A.-based water and wastewater utility holding company's **Aqua** New Jersey subsidiary will operate and manage the water company, which is located near **Aqua** New Jersey's headquarters in Hamilton, N.J. The acquisition is the 14th for **Aqua America** this year and increases the company's customer base in New Jersey by 5 percent. **Aqua** New Jersey anticipates upgrading the Lawrenceville Water Co.'s infrastructure by installing new mains and a new radio frequency metering system, and improving its well treatment systems. (*Philadelphia Business Journal*, 8/12/2009)

Private school operator **Nobel Learning Communities Inc.** announced recently, that it had acquired the Laurel Springs distance learning school for \$12 million. **Nobel** said Ojai, Calif.-based Laurel Springs has 2,000 kindergarten-through-12th grade students throughout 40 countries and all 50 U.S. states. The Laurel Springs Web site says 85 percent of its students attend college, and that its college preparatory program has been accredited by the Western Association of Schools and Colleges, which includes Stanford and the University of California. **Nobel** CEO George Bernstein said the deal "gives us a more scalable growth business with lower capital requirements than traditional brick and mortar schools." "**Nobel Learning** is now one of the only education companies in the world with the tools and expertise to create integrated brick, brick and click, and click models within the K-12 school segment, enhancing the educational experience for our existing traditional school students and creating unique blended model opportunities for online students," Bernstein said. West Chester, P.A.-based **Nobel** said it is funding the deal with its existing cash reserves and credit facility, and that the purchase would dilute fiscal 2010 earnings. **Nobel** runs 180 schools plus after-school and summer education programs. (*Philadelphia Business Journal*, 9/9/2009)

Subaru, one of the car makers boosted by the federal "Cash for Clunkers" program, said sales increased by 52 percent in August. Cherry Hill, N.J.-based **Subaru of America** sold 28,683 vehicles, up from 17,981 in August of last year. Ford saw its sales grow by 17 percent and Volkswagen was up 11 percent, while Toyota, General Motors and Honda are all expected to report increases. Chrysler said its sales fell by 15 percent last month. The \$3 billion "Cash for Clunkers" program offered up to \$4,500 to consumers turning in gas guzzlers for more fuel-efficient cars. **Subaru** was led by an increase of 76 percent on its Forester model, a five-passenger SUV. Legacy, Outback and Impreza lines also showed gains of between 30 percent and 53 percent. However, its seven-passenger SUV, the Tribeca, had a sales decline of 8 percent. Through August, **Subaru's** year-to-date sales volume was up 11 percent, with 143,823 vehicles sold, versus 129,298 in the first eight months of last year. That's the opposite of what has happened with major car makers, where sales have been down sharply. **Subaru** is owned by Tokyo-based Fuji Heavy Industries Ltd. (*Philadelphia Business Journal*, 9/1/2009)



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NORTHEAST

Nursing Spectrum & NurseWeek will host a Career Fair in New York City, NY on 11/4.

SOUTHEAST

Nursing Spectrum & NurseWeek will host a Career Fair in Ft. Lauderdale, FL on 11/5.



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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.

Accentrue	336
Air France	1,500
American Airlines	921
AnnTaylor Stores Corporation	160
Appleton Electric	220
Avon Products, Inc.	1,200
Bobcat Company	195
Cattles plc	510
City of Cincinnati	319
Commonwealth of Pennsylvania	255
Continental Airlines	1,700
Cooper Companies, Inc.	570
Cummins Filtration	400
Fujitsu Limited	1,200
General Motors Corporation	1,000
IMS Health Incorporated	850
Kaiser Permanente	1,850
Lockheed Martin Corporation	800
New Era Cap Co., Inc	287
Orment Corporation	982
Q-Cells SE	500
Royal Dutch Shell plc	150
SAS AB	1,500
Shaw Industries, Inc.	430
Stora Enso	1,100
Suncor Energy Inc.	1,000
Swiss Life Holding	520
University of North Carolina	900
Verizon Communications, Inc.	8,000
Whirlpool Corporation	1,100



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Welcome to Alstin in Action!

Alstin in Action is the 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!

Search Engine Marketing

You've got a career site dedicated to recruitment and branding your message, but you're not getting the top-talent clicks your company needs. What do you do? Take a three-pronged approach: attract visitors with a Keyword Ad Campaign, engage potential applicants by highlighting your employment brand with a targeted Landing Page and modify your campaign to perfection with Web Analytics. With strategies and communications from Alstin you'll achieve your desired results-top-talent lining up to be a part of your team.

Strategies

Purchasing keywords specific to your industry, region or specialty will generate clicks and spread your employment brand awareness without eating up your bottom line. But how do you know what keywords are right for you? Put Alstin's research team to work and we'll find comprehensive keywords you need for position-specific, local and national campaigns. Web Analytics will then give you detailed information on your keyword campaign and career site's performance. With your new knowledge and targeted keywords, you'll keep top talent clicking on your site.

Communications

We partner with Google Adwords and Yahoo to provide unique keyword communications neither service can give you alone. But we don't stop there. Following your link, potential applicants get an engaging taste of your employment brand at a tailor-fit landing page. This page complements your keyword campaign, providing details on targeted opportunities, job fairs or events and links back to your career site. Web Analytics identifies and isolates areas to tweak for optimal results. With this three-step approach, quality applicants will find it hard to ignore your vamped up employment branding.

Results

With Search Engine Marketing developed by Alstin, you'll see:

- Increased employment brand awareness, more traffic delivered to your site and more visitors becoming applicants.
- Focused employment marketing that boosts ROI
- Marketing data including where your applicants are sourced and which markets perform best
- Analysis reports integral to obtaining expanded budgets for further recruitment initiatives
- Easily trackable metrics including keyword tracking date, conversion rate calculations, number of impressions, click thru rates and keyword success

Search Engine Marketing gets applicants to your site, engages them and converts them into applicants, plain and simple. With Alstin supplying strategies, communications and results, we'll transform an applicant's Internet search into an effective and engaging recruitment experience.



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