



Dialogue

APRIL 2004

ASSOCIATION OF CANADIAN SEARCH EMPLOYMENT & STAFFING SERVICES

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President's Message

THE LAST three years have been amongst the toughest in the history of the staffing industry, with an economy rocked by terrorism, scandals and dot-com failures. Economists and industry gurus are telling us that the future of our industry is bright. With a recovering economy and a changing demographic, it is expected that more and more companies will rely on contingent workers to meet their needs, and members on the direct-hire side of our industry are already seeing an increase in job orders.



It's a great time to be in the staffing industry and I am honoured to be the incoming ACSESS President at such a

positive time in our industry's history. A year is a very short period of time in which to make a significant impact and my goal will be to build upon the work begun by the dedicated people who have held this position for the last many years. I would like to see our industry association become even stronger, attract more members, develop strong relationships with governments, and with other constituents such as unions, employer organizations and related industry associations.

I am fortunate to run a company that has offices across Canada and will make every effort to attend chapter meetings across the country as the year progresses. I would like to meet and chat with our members from coast to coast, understand your issues and tell

you about the work your Board is involved with and what that means to you.

I look forward to seeing you in your cities and at the ACSESS Conference in Kingston. Or, in between meetings, please feel free to contact me – your input and direction will be appreciated.

With best regards,
Kevin Dee, CPC
ACSESS National President
2004-2005

ACSESS has re-affirmed its commitment to collect industry data and statistics using Zoomerang – a strictly confidential electronic survey method.

To avoid the potential for duplication of data, surveys will be sent to voting members only.

Please be sure to participate or forward surveys to the appropriate person in your organization.

Thank you.

CPC Review

AFTER many years, the CPC process is undergoing a full review.

Industry specialization and experience have been carefully considered for the new qualifying requirements and examination options to be introduced in the fall of 2004.

Continuing education cred-

its will be play a part in pre-qualification and certification maintenance. Credits will be available for the first time at ACSESS Conference 2004 in Kingston.

Visit www.acsess.org for program details and to register for the conference.

PLEASE CIRCULATE

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ACSESS Directors 2004–2005

WHEN members come forward to volunteer their time and knowledge to serve on an association board, it's the sign of a healthy organization. The reverse, of course, is when members have to be dragged kicking and screaming to the board table!

With a recent national election that had additional nominations from points across Canada, we can be proud of the direction in which ACSESS is headed. Our new directors come from large and small companies representing all sectors of the industry from provincial capitals and other centres from Victoria to Halifax.

To those who may have toyed with the idea of running for office, we remind you of the policy introduced in 2003 that allows any member to attend a national board meeting:

"While it is expected that elected directors attend, participate in, and vote at board meetings, other persons – including members – may attend upon request or by invitation; and it is the position of ACSESS that all reasonable requests for permission to attend or petition the board shall not be denied." Extract from Policy 2002. For full details contact acurtis@acsess.org.

It is a pleasure to introduce ACSESS Directors for the coming year. Starting from east to west, they are:

Halifax – LAURIE FISHER, Area Manager – Atlantic Canada, Kelly Services, an international full-service company.

Montreal – YVAN MICHON, CPC, Vice-President, Spherion Canada, a leading-edge international, full-service staffing solutions provider.

Montreal – PAUL CHRISTIE, CPC, President, Unique Personnel Services, a Canadian company with offices in Mon-

tréal, Toronto, Moncton and Calgary.

Ottawa – ACSESS National President KEVIN DEE, CPC, CEO, Eagle Professional Resources Inc., a Canadian company with offices in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver, and specifically servicing the IT contracting market.

Ottawa – MEREDITH EGAN, President, AIM Personnel an independent company, focussing on contract and permanent staffing in engineering, IT and administration.

Toronto – BARBARA ALLEN, CPC, General Manager, TOSI Placement Services, a full-service company with offices in Toronto and Mississauga doing business in the GTA.

Toronto – JIM KEENAN, President & CEO, Spherion Canada, a leading-edge international, full-service staffing solutions provider.

Toronto – HILARY KING, Director of Strategic Services, Kelly Services, a multi-national, full-service company.

Toronto – LORI PROCHER, Vice-President & General Manager, Manpower Canada, a multi-national, full-service company with offices in countries around the world.

Toronto – KAREN MEREDITH, President of North American Operations – Drake International, a full-service company with a strong presence in Europe, Australia and Malaysia.

Toronto – BRUCE MCALPINE, CPC, President, Fulcrum Search Science Inc., an independent company specializing in executive search.

Toronto – JOHN RICH, CPC, President, Affordable Personnel Services, Inc., an independent company providing a full range of services in the GTA.

Calgary – TERRY DAVEY, CPC, Contract Employee Relations, Bowen Workforce Solutions, a family-owned, full-service company. Bowen Workforce Solutions is one of Western Canada's leaders in the provision of staffing, contingent workforce and outsourced HR solutions.

Vancouver – SARAH ANGUS, CPC, President, Angus One Professional Recruitment, an independent company of-

fering a full range of placement services including IT, sales and marketing.

Victoria – SHEENAGH BEADELL, CPC, Taylor Personnel, an independent full-service company with branches in Edmonton and Victoria.

Vancouver – HAYLAY LAU, CPC, Group Director, C.T.E.W. Executive Personnel Services, a full-service firm with a focus on senior management and executive placements.

Vancouver – JOAN PAGE, CHRP, CPC, General Manager – Western Canada, The 500 Staffing Services and Ian Martin Limited, Canadian owned and operated headquartered in Oakville, Ontario, with offices in major markets across Canada.

Kamloops – KAREN WATT, CPC, President, Excel Personnel Inc., an independent, full-service company doing business in Western Canada.

New Members

New members who have joined ACSESS since the last issue of Dialogue. Please look out for these companies at upcoming chapter and national events.

Turn Key Staffing Solution, Barrie
HCM Staffing Solution Inc., Toronto
Grasslands Group., Swift Current
Canadian Staffing Services, Etobicoke
Canada Job One, Ottawa
Dynamic Employment Solutions, Brampton
DPR, Brampton
Casey & Associates, Calgary
StaffClick Personnel, Mississauga
The Staffing Exchange, Toronto
HR Vision, Oakville
Gardien Nursing Agency, Thornhill
Access Corporate Technologies, Ottawa
Pure Staffing, Toronto
Digital Embrace, Toronto
Sales Search, Toronto
Volt Services Group, Toronto

Students/Individuals

Danial Ryan, CPC, Toronto
Melissa Schafer, Toronto
Melissa Carnaham, Toronto
Dharmesh Dharia, Toronto
Rhonda Bryon, Calgary

Collectively, these firms represent 383 years of membership in ACSESS and its predecessor associations, a great demonstration of industry support and commitment.

Retiring Directors

ACSESS, of course, wishes to thank outgoing directors for their tireless efforts and very significant contributions, which are too numerous to mention here. They are Bill Fretz, Valerie Gilmore, Steve Jones, Mary Johnston, Jeremy Ingle, Ejay Russell, Chris Roach and Sandra Sears. While each and every one must be thanked most sincerely, the following are deserving of special recognition:

Valerie Gilmore, CHRP, CPC, who served on the APPAC Board for a number of years and on the ACSESS Board since its inception;

Bill Fretz, CPC, who served as APPAC president and for the past five years as ACSESS Director of Ethics;

Jeremy Ingle and Steve Jones, CPC, who served on the ESSAC and ACSESS Boards from 1987 and 1989 respectively, and both of whom have served as national president (Steve twice) and are members of the ACSESS Circle of Excellence.

Thank you all. □

Southwestern Ontario Chapter — A Great Kick-Off

ON MARCH 30, 2004, the newly formed ACSESS Southwestern Ontario Chapter held its inaugural meeting. The event was a great success with more than 50 members in attendance.

Jackie Supper, The Staffing Edge, presented to members on privacy legislation and Mary McIninch, ACSESS Manager of Government Relations, attended to provide members with an update on government relations and initiatives and to discuss ACSESS plans for a Windsor safety group in 2005.

Congratulations to Lori Van Opstal, Your Advantage Staffing Consultants (Southwestern Ontario Chapter President), and Kelli McAskill, Advantage Personnel (VP, Southwestern Ontario Chapter) on this resounding success. □

A Summary of ACSESS Government Relations Initiatives: April 2004

British Columbia

In BC, the Workers' Compensation Board has issued a formal policy release to members in which the Board proposes multiple classification opportunities. In the past, some labour supply firms have forgone significant labour supply contracts because the general understanding was that the only classification available to them was the Construction Labour Supply or General Labour Supply – CU 721013 rate, regardless of the scale or nature of their contract(s). This caused members to reconsider bidding on contracts because they believed they could not offer competitive rates to their customers when the customers themselves were paying significantly lower WCB rates for worker coverage. The Board has released a formal policy outlining multiple classification opportunities for the industry. Mary McIninch has scheduled a follow-up meeting in May to further discuss industry challenges.

Alberta

In Alberta, ACSESS and WCB organized a joint health and safety seminar on April 13 in Edmonton to discuss the Board's intention in the area of industry reclassification and prevention initiatives. Mary McIninch, Manager of Government Relations, ACSESS chaired this meeting.

Ontario

In Ontario, ACSESS continues to play an active role as a safety group sponsor, and is working closely with the WSIB and other safe workplace associations on developing occupational health and safety prevention materials that will provide a summary of best practices for the temporary help industry in provinces across Canada.

We are very pleased to announce that the *Staffing Industry Health and Safety Guide* is now complete. The *Guide* was developed in partnership with the Industrial Accident Prevention Association (IAPA), Ontario Service and Safety Alliance, the Ministry of Labour and the

Workplace Safety and Insurance Board. This product will be launched at our upcoming annual conference in Kingston (May 13–15, 2004).

In March, ACSESS participated in industry consultations – IT professional Services Commodity Review – with Public Works and Government Services Canada. ACSESS President and CEO of Eagle Professional Resources Kevin Dee attended this meeting and presented a series of proposals that included the recommendation that PWGSC simplify and standardize the process to ensure cost efficiency. ACSESS also recommended that pricing be governed by market rates to ensure a more competitive environment. PWGSC is scheduled to draft its Commodity Plan later this month.

The ACSESS IT Committee, comprised of representatives from The Employment Solution, Eagle Professional, Spherion, CNC Global and Ajilon, is scheduled to meet later this month to discuss a recent favorable decision rendered by the WSIB appeals division re: independent contractor status. Our committee will review the recent decision and determine next steps and future action. We will keep members informed of our progress.

Quebec

In Quebec, ACSESS continues to monitor the Liberal government's position in response to the Bernier report. The recommendations in this report are once again at the forefront and we continue to work closely with the CPQ to resist the adoption of certain recommendations contained therein. Our Quebec committee will be meeting with Liberal labour minister Michel Després on April 22 to discuss the report and its potential implications on the temporary services industry in the province. □

Another Opportunity for ACSESS Members

ACSESS continues in its commitment to build on value-added services, and through our new relationship with Venngo, the number of affinity and member benefit programs offered to ACSESS members has just increased substantially.

These programs, valuable from both a business and personal perspective, include services such as discounts through Workopolis and the HP purchase program.

Not only is this valuable to those who are actively involved in ACSESS, but your colleagues can also benefit. You and your co-workers can take advantage of the savings by following these easy steps:

- Go to the ACSESS website: www.acsess.org – about us – new affinity centre.
- Review the benefit programs summarized and click on any of the programs that are of interest.
- The website visitor will either have immediate access to the program selected, or will be asked to register and/or sign in.

Summary of Programs

Regardless of the size of your organization or the volume of your purchases, going through the ACSESS Affinity Centre automatically entitles you and your company to the following premium savings programs offered through our partnership with Venngo:

- A 20% discount on customs brokerage with UPS, along with 10% off on shipments in Canada, 15% off on shipments to the U.S., and 20% off on international shipments.
- A 40% discount on most office products at Grand & Toy, a 20% discount on most furniture, free next-day delivery and no minimum order.
- 20% off the retail price on D&B single credit reports, books, CDs and self-study training programs. No prepayments required.

- Save up to 10% on eligible HP desktops, notebooks and handhelds, plus take advantage of special offers. This promotion can be offered to all of your co-workers as an employee purchasing program.

- Through PRIMUS, get long distance rates of 4.75¢/minute anytime, anywhere in North America, international call starting at 7¢/minute, including your wireless long distance, \$31.95 per local line (includes many features), toll-free, teleconferencing, web hosting and Internet access.

- Through Canada Newswire, get 15% discount off standard news release and writing services, unlimited word count and waived annual fees.

- Get a 15% discount on single job postings to Canada's biggest job site – workopolis.com.

- And, enjoy multiple opportunities to network and promote your business through the ACSESS Member to Member Service Network.

If you have any questions regarding how the programs work, please email memberservices@venngo.com. □

ACSESS Extends Congratulations

Congratulations go to members who successfully completed the CPC examination in November 2003 and March of 2004. These individuals, who have demonstrated their professional dedication and commitment to our industry, will be honoured at the Gala Dinner on Friday, May 14.

BRANKA ANICIC, CPC, Excel Human Resources Inc.

MARY ELAINE BELL, CPC, Ajilon Consulting

ANNE BRETHER, CPC, Brethet, Barnum & Associates Inc.

JAMES A. COLES, CPC, Angus One Professional Recruitment

TIM R. COLLINS, CPC, Stafflink Solutions Ltd.

DENYSE COWLING, CPC, Ajilon Consulting

JULIE D'CRUZ, CPC, Excel Human Resources

LISA DICKSON, CPC, Excel Human Resources

MELANIE DIOTTE, CPC, Excel Personnel Inc.

ANDREA DUGGAN, CPC, The Staffing Edge

STACEY DUGGAN, CPC, Prior Resource Group

CYRIL M. HRANKA, CPC, Express Personnel

RAMONA KING, CPC, Quantum Management Services Limited

YVON LAFORGE, CPC, Slate Personnel

KELLY MACPHEE, CPC, Industrial Temporary Solutions

JANET MAYCENIC, CPC, The People Bank

STEPHEN MCFALL, CPC, Excel Personnel Inc.

SUZANNE MCINERNEY, CPC, The Staffing Edge

GAITRI NANAN, CPC, Advantage Personnel Ltd.

MICHELLE PANJWANI, CPC, Kelly Services

YVONNE PEEL, CPC, Bowen Workforce Solutions

EVAN PENNY, CPC, Advantage Personnel

CATHERINE POIRIER, CPC, Excel Personnel Inc.

JOHN ROSE, CPC, ATS* Reliance Technical Group

STEWART SEBBEN, CPC, Advantage Personnel Ltd.

BRADLEY DARWIN SEMOTIUK, CPC, Pure Staffing

MICHELE STANLEY, CPC, The People Bank

SHANNON TERPSTRA, CPC, The People Bank

FIONA TERRY, CPC, Quantum

RANDY TYRRELL, CPC

JEFF VAINIO, CPC, Procom

MELODI WOOD, CPC, Protemp Staffing & Secretarial Services

Wear your CPC designation with pride. □

ACSESS Member Needs Survey

IN DECEMBER OF 2003 a short member needs survey was circulated with annual renewal notices. Response rate was good, and we thank those of you who took the time to provide us with direction. The following is a brief summary of respondent ratings. If you did not participate, a copy of the survey is posted on the website and your input is always welcome (www.acsess.org/membership button).

Q. Would you say you are generally satisfied or dissatisfied with the Association's performance in meeting your expectations? (Choices: Very Satisfied, Satisfied, Somewhat Satisfied, Dissatisfied)

55% of respondents were Satisfied and a further 13% Very Satisfied for a total good to very good performance rating of 68%.

28% were Somewhat Satisfied and a

further 4% Dissatisfied for a total "need to improve" rating of 32%.

While we can derive from this that 68% of those who responded find ACSESS is meeting their expectations, we recognize that the group needing the most attention is the remaining 32% of respondents.

Q. Rate the following programs and services in order of importance to you/ value to your company.

Evaluations were weighted and then averaged by number of responses per activity. These topline results are close enough to merit detailed review, and this will be done as we plan for the coming year's activities.

- Government relations activities: 12%
- Code of Ethics & Standards: 11%
- Resource materials: 10%
- One-day workshops/symposium: 10%

- CPC program: 9%
- Health and safety initiatives: 9%
- Chapter programs: 9%
- Networking opportunities: 8%
- Communiqués/newsletters/e-bulletins: 8%
- Website: 8%
- PR/industry awareness: 8%
- Annual conference: 7%
- Value-added services: 7%
- Staffing for Canada Week: 5%

Q. Would you like to see more online services?

Yes: 31, no: 7.

Q. What do you believe is the single most important priority for ACSESS in the coming year. While the comments were too numerous to reproduce, the following conveys the most commonly cited areas of activity:

Image and Professionalism

- Increasing public perception of professionalism, standards and ethics of our industry
- P.R. and industry image
- Recognition and identity with customers and all levels of government

Education and Awareness

- Resource materials
- Educational and training opportunities
- The goal to improve CPC program is important

Government Relations

- Address WSIB premium standards for our industry
- Government relations
- To ensure the industry does not become unionized
- Keep on top of privacy laws, health and safety and any other legislation affecting our industry

Setting Members Apart

- Raise awareness and inform why companies should use ACSESS members versus non-members
- Create groups of members with special interests

Ten Commandments of Poor Delegation

Extracted from an article on management skills, and reproduced with kind permission of Harold Taylor, who conducts time management training programs for businesses throughout North America. Harold can be reached through his website at www.taylorintime.com.

IF YOU are obeying these 10 tongue-in-cheek commandments from an administrative assistant, you could be in trouble.

1. When you give me a time-sensitive assignment, leave it until the last minute. I love the adrenaline rush of an unrealistic deadline.

2. Interrupt me every few minutes to ask how a project is going. I hate the feeling of neglect that trust can produce.

3. When you leave the office, don't tell me where you're going or how long you'll be gone. Not knowing stimulates my creativity when others ask.

4. Don't share the company's mission statement and goals with me. I love the challenge of prioritizing jobs without knowing how they relate to the overall objectives.

5. Don't put deadline dates on any assignments you give me to do. Not knowing their relative importance allows me to hone my psychic skills.

6. Give me things to do just before quitting time. I am always looking for excuses to work late.

7. If I do a good job, keep it a secret. If word gets out it could mean a raise or, heaven forbid, a promotion. And I love everything just the way it is.

8. Search for minor errors in any documents that I create (the ones that normal people would never notice). It doesn't matter whether they are simply for internal discussion purposes or not. Everyone appreciates a perfectionist. And constant criticism keeps me humble.

9. If I make an obvious mistake, be sure to criticize me in public. I'd hate to have my fellow workers think I'm perfect.

10. Keep interrupting me throughout the day with trivial chitchat. Those constant breaks in my concentration are stress relieving and keep me from finishing projects too quickly. □

Staffing Industry Health & Safety Guide

Introducing the “**Staffing Industry Health & Safety Guide**”, designed to help keep your industry competitive and your employees healthy and safe by preventing injuries and illnesses and minimizing related costs.

The Guide was developed by the leaders in the Staffing Industry who have successful health and safety programs. This guide was developed in partnership with the Association of Canadian Search, Employment and Staffing Services (ACSESS), the Industrial Accident Prevention Association (IAPA), Ontario Service and Safety Alliance (OSSA) and the Workplace Safety & Insurance Board (WSIB). Employer contributions include: Spherion, Adecco Employment Services, The Staffing Edge, Armor Personnel, Labour Ready, Drake and Protemp.

What is the Guide?

The Guide is a systematic “How to” approach to designing a progressive Health and Safety Program. It uses “Best Practice” examples specifically for this industry.

Who will use the Guide?

Anyone in the staffing industry with responsibilities for designing and implementing occupational health & safety systems will find this resource useful.

“The Staffing Industry Health and Safety Guide is a must have, must use, and must implement for all staffing services who are in a unique tri-party relationship. This guide is brimming with best practices and legislative guidelines and is a wealth of knowledge and information for service providers large and small”

*Jackie Supper
Occupational Claims and Risk Specialist
D.F.M. Corporation
Representing the Staffing EDGE*

Staffing Industry Health & Safety Guide



- \$149 for ACSESS members
- \$199 for IAPA members (Non ACSESS members)
- \$249 for Non-members



How can I obtain the Guide?

Call IAPA at **1-800-406-4272** or ACSESS at **(905) 826-6869** or **1-888-232-4962**.

