



# Dialogue

DECEMBER 2004

ASSOCIATION OF CANADIAN SEARCH EMPLOYMENT & STAFFING SERVICES

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## EXECUTIVE DIRECTOR

Amanda Curtis, CAE

## EDITOR

Mary McIninch, Manager, Government Relations

## ASSOCIATION OF CANADIAN SEARCH, EMPLOYMENT & STAFFING SERVICES

6835 Century Avenue  
 2nd Floor  
 Mississauga ON L5N 2L2  
 Tel: 1.905.826.6869  
 Tel: 1.888.232.4962  
 Fax: 1.905.826.4873  
 E-mail: info@acsess.org  
 Web: www.acsess.org

## President's Message

I WOULD LIKE to start my message by thanking all members for your contributions to ACSESS over the course of my term as National President. During this past year,



I have had the pleasure of attending Chapter meetings in Winnipeg and Vancouver. My goal for early 2005 is to make every effort to visit other Chapters across the country before April when I hand over the reins to Paul Christie. My intention with these visits is to highlight some of the activities that have kept the National Board busy and, more importantly, to better understand how we can help the local Chapters. Clearly it is the local Chapters that represent the grass roots needs of our members and it is our goal to be responsive.

There are two major initiatives that have been before the National Board for some time that are now either rolling out or nearing completion. After great work by Steve Jones and many others the new insurance program has been signed and the first policy was issued in October. Barbara Allen and a host of volunteers have been diligently pushing the new CPC program along and we are confident the first modules will

be available in early 2005. The new certificate program is now being finalized and will be available online by the time this issue of *Dialogue* reaches you.

Other initiatives include the mini surveys, which will mean so much to all of us and to the credibility of our industry as we move forward. A recent survey of our Quebec members on the subject of industry benefits has proven to be a very powerful tool in negotiations with the Quebec government! The National education program has delivered some great trainers who have presented sessions in Vancouver, Montreal, Toronto and Halifax. Our National staff is working diligently to continue providing this kind of industry training to our members – particularly those who focus on direct hire and executive placement.

Mary McIninch, Manager of Government Relations, ACSESS, has been criss-crossing the country educating members on new policy issues and having discussions with provincial workers' compensation boards to develop prevention initiatives for industry. Mary's commitment to industry health and safety is evidenced by our success in Ontario and the 2005 introduction of Safety Groups in both Nova Scotia and Vancouver.

One of the most important roles of any industry associa-

tion is the representation that we make to various governments and over the course of 2004 there have been many different issues to address. It is comforting to know that we represent 80% of the industry and, as such, have an opportunity to capture the attention of governments from coast to coast at both the provincial and federal levels.

The other big initiative that takes place every year is the National Conference, which in 2005 will be held at the Toronto Fairmont Royal York Hotel – May 10, 11 and 12. Each year we try very hard to have an affordable, high-quality program that will attract a large number of members. I am always impressed by the content of the conference (maybe I'm biased) and come away with ideas that help my company to be more successful. In response to member feedback, the 2005 conference will offer a new approach designed to reach recruiters, consultants, owners and senior management, and I urge you to consider making this investment

*continued on page 3*

**PLEASE CIRCULATE**

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# You Need a Strong Association: ACSESS Needs Member Support for Lobbying Efforts

AS AN ACSESS member firm, you are undoubtedly well aware of the extent of forces that are constantly endeavoring to legislate or regulate the staffing profession virtually out of existence. Those that do not operate in Quebec often question the focus of our legislative activity in the province; my response to this question is that legislative and regulatory efforts in Quebec are often a precursor of similar legislation or regulations across Canada.

**Staffing under Attack.** The Bernier file is the most recent example of forces attempting to legislate the staffing industry. The Bernier committee, a government committee comprised of pro-union academics, conducted a study of the industry and released a series of rec-

ommendations. The report includes a proposal that government modify and expand the definition of a “salariée” in all provincial legislation, including the provincial Labour Code and *Employment Standards Act*. The recommendations, which provide for greater social protections for “les travailleurs d’agences” include: a requirement that temporary employees receive the same compensation and statutory holiday benefits as permanent employees; greater access to unionization and collective bargaining; an entitlement to client’s pension and health programs (should these programs be more advantageous to the employee); joint liability in health and safety; new mandatory contractual clauses to be included in staffing firm – client contracts.

Our three main arguments are as follows: (1) The recommendations impose the most serious restrictions ever witnessed in any country. In justifying their position, Bernier cites sections of the ILO Convention 181 and other international instruments, but only retain certain sections in isolation. (2) The report does not include any cost analysis. The private temporary and contract staffing

services industry would clearly not be able to sustain the serious cost implications of the proposed recommendations. (3) The Report identifies unethical practices of some firms in the industry, and then proposes sweeping reforms to all provincial legislation to unfairly capture the industry as a whole.

We are currently monitoring the Liberal government’s positioning and have met with the Minister Després to discuss the implications of the report on industry. These proposals, if implemented into the provincial employment standards act, could result in other provinces adopting similar legislation.

**Representation is a Must.** Staffing needs to have representation that is just as savvy and funded as unions and government committees mandated to study the industry. The only viable protection available to staffing professionals, to mount and fund long-term, consistent public relations and lobbying efforts, is for all staffing professionals to join and support the interests of ACSESS. The industry must work together in support of Association objectives. With strong support from our members, ACSESS will be

*continued on page 6*

## ACSESS Guideline re: the Practice of Headhunting for Staffing Professionals

AS WITH MANY other industries in which the key asset of a business is its people, the staffing industry has traditionally experienced a fairly significant movement of employees within the industry.

### GUIDELINE

- While ACSESS recognizes that it cannot, and should not, restrict the right of staffing professionals to seek employment of their choice, the Association does discourage the use of membership lists and events as a means to solicit prospective employees.

- The ACSESS Code of Ethics & Standards states that a member “will not misuse membership privileges for the purpose of recruiting a member’s staff, or in any way that may otherwise injure our candidates, employees or competitors.”

- ACSESS members are encouraged to publicly announce and advertise all job opportunities for recruiters and consultants, and other positions within the staffing services industry.

*Adopted October 2004*

## ACSESS Industry Benefits Survey Highlights

In October, ACSESS sent a survey to members in Quebec on the subject of benefits offered to employees. The survey was distributed following a meeting (June, 2004) with Quebec labour minister, Michel Després. The government continues to reflect on the Bernier Report (Study on the non-traditional workforce) and to assist in the analysis, ACSESS has offered to provide industry statistics. Here are the highlights (40% of members responded to the survey):

- Results demonstrated that 95% of members’ workforce consists of “employees” and 5% “independent contractors.” This finding would indicate that 95% of employees supplied by our mem-

ber firms are protected under provincial employment legislation (*Loi sur les Normes du Travail, Code du Travail* etc.)

- In response to the question “What percentage of your employees receive/are entitled to benefits?”, our members responded: The industry benefits survey had a response rate of 40% and confirmed that 58% of employees in the industry are covered by group insurance. In comparison, a Statistics Canada survey demonstrated that 70% of employees at large are covered by group insurance (on a national scale).

**Thank you to all Quebec members who responded to the survey! □**

*PRESIDENT from page 1*

in yourselves, your companies and your industry.

Sometimes this ACSESS Presidency feels very much like a second full-time job and so I am looking forward to a bit of a rest over the coming holiday season. On behalf of the board and the National office I would like to wish you all a safe, and happy holidays and a healthy and prosperous 2005!

*Kevin Dee, CPC*

*ACSESS National President, 2004-2005*

## Welcome, New Members

*Since the last issue of Dialogue, the following companies have joined ACSESS. If you see their representatives at upcoming ACSESS functions, please be sure to welcome them.*

Access Corporate Technologies Inc.,  
Ottawa

Alleby Management Group Inc.,  
Toronto

Can Work Corp, Toronto

Canadian Staffing Services Inc., Toronto

Capture Technical Writing Service Inc.,  
Edmonton

Casey & Associates, Calgary

Controllers on Call Inc., Toronto

Digitaembrace Inc., Toronto

DPR Distribution Personnel Resources  
Inc., Toronto

Dynamic Employment Solutions,  
Toronto

Erie Personnel Corporation, Toronto

Gardien Health Care Services, Toronto

HR Vision, Toronto

JOB-BORN Executive Search Inc.,  
Toronto

Macenna Staffing Services, Vancouver

The Medford Search Group Inc.,  
Toronto

New Media Links Corporation, Toronto

People First HR Services Ltd., Winnipeg

Proforce Personnel Inc., Québec

Pure Staffing Solutions Inc., Toronto

Robertson Human Asset Management,  
Toronto

Sales Search, Toronto

Star Personnel, Toronto

TSE Canada – The Staffing Exchange,  
Toronto

Volt Services, Toronto

## ASK THE EXPERTS PANEL The Staffing Edge, November 2004



*TOP: Mary McIninch, ACSESS; Audrey Birkbeck, MOL; Maureen McDonald, WSIB; Charles Corey, IAPA; Jack Minacs, OSSA*

*MIDDLE: Jackie Supper facilitating discussions with guests*

*BOTTOM: John Rich, Past GTA Chapter President of ACSESS, keynote speaker*

# A Summary of ACSESS Government Relations Initiatives: November, 2004

IN ONTARIO, ACSESS continues to play an active role as safety group sponsor. As a direct result of industry participation in safety groups, WSIB premiums are down for 2005. Supply of Non-clerical Labour (rate group 929) is down again for the fourth consecutive year (-6.4% for 2005 from \$4.82 to \$4.51) – Supply of Clerical labour (rate group 956) will remain unchanged at .17. Members participating in the program are setting higher standards for the industry and have contributed substantially to the decrease in WSIB rates. We look forward to working with members in B.C. and Nova Scotia on similar industry prevention initiatives in 2005.

In British Columbia, ACSESS successfully resolved two recent policy issues involving member firms supplying IT contract labour. Earlier this fall, in a letter to the Deputy Attorney General, ACSESS raised concerns about the Ministry's contracting authorities intention to circumvent the suppliers and negotiate contracts directly with the individual contractors. ACSESS maintained that while we respect the Ministry's right to contact individuals directly (as outlined in the RFQ document), the authority to contact individuals directly should not allow the government to circumvent the supplier through side contracts with suppliers resources. As a result of our letter, the Ministry has agreed to negotiate with supplier firms directly and has reviewed the RFQ template.

In September, ACSESS sent a letter to the B.C. Ministry of Provincial Revenue and raised concerns about the application of the Social Services Tax on the provision of contract staffing in the technology sector in British Columbia. In response to our letter, B.C. Ministry of Provincial Revenue has agreed to follow the same practice as Ontario and has recognized that when an agency provides a consultant to a client, and the contract is

for the provision of human resources and not taxable services, no tax is payable on the value of the contract.

In Quebec, ACSESS continues to monitor the Liberal government's positioning 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. ACSESS Quebec committee met with Minister Desprès in early June to discuss the re-

port and its implications on industry in the province. Our association continues to maintain that these recommendations cannot be drafted into ministerial orientations prior to a detailed cost analysis study of the recommendations impact on business in the province. As part of our ongoing effort to educate government on the potential implications of Bernier, our committee will be meeting with the president of employment standards (*Commission des Normes du Travail*) in early 2005. □

## ACSESS Announces an Exciting New Value-added Service

DANNY CAHILL has long been the most highly regarded and sought after staffing industry trainer in North America. Danny also runs a search firm every day and has built Hobson Associates into one of the largest niche search firms in the U.S.

In July of 2002 Danny launched AccordingToDanny.com. This unique service enables the thousands of owners, managers and recruiters worldwide who have developed their careers through Danny's personal mentoring programs – or through his renowned series of videos, audiotapes and software products – to have direct access to his guidance 24/7.

AccordingToDanny.com membership provides unlimited access to every facet of the AccordingToDanny website, as well as discounts on other Danny Cahill products and consulting fees. These essential, hands-on tools include:

- **Training Library** – the fundamentals of planning, marketing, objections, job orders, recruiting, closing, retainers
- **Sound Bites** – audio versions of marketing scripts and rebuttals
- **Owners/Managers Only** – confidential questions, essentials and documents for owners and managers
- **Ask Danny** – your direct link to Ask Danny Cahill Your Questions
- **Document Registry** – best practices

documents and contracts of top billers

- **Lesson Plans** – step-by-step guided training for rookies and experienced recruiters
- **Meeting Center** – live and recorded web meetings – members will receive free access to two meetings at the time of joining
- **Numbers Tracking** – Record and get analysis of daily activity and call results
- **CareerBuilder.com Discounts** – receive an additional 10% discount on CareerBuilder.com's products and services
- **Buzzwords** – industry lingo you need to know
- **Pinnacle Pulpit** – interviews and profiles of the industry's top recruiters

### Effective November 2004

ACSESS members will receive a 25% discount on their AccordingToDanny.com membership provided they pay at the time of joining.

This represents a saving of US\$270 on Standard Annual Membership (cost to ACSESS members, US\$809.91 inclusive) OR US\$330 on Premium Annual Membership (cost to ACSESS members, US\$989.91 inclusive).

For more information, email Vicki@accordingtodanny.com or call 203-439-0267. □

# ACSESS — CPC Designation

ACSESS continues to receive a high volume of inquiries regarding the Certified Personnel Consultant Program, and we are pleased to see this continuing demand for a staffing industry certification program.

As you may be aware, the original Canadian CPC program, introduced in 1986 and last updated in 1999, came to a close with the June 2004 examination. Over the course of the past 18 years, ACSESS and its predecessor association APPAC have attributed the CPC designation to more than 400 industry professionals.

The re-working of the program acknowledges the high recognition the CPC designation has earned in countries around the world. While the process and curriculum differs from country to country, our members and associations share pride in the importance of professional certification and the positive effect this program has on industry standards.

An *ad hoc* committee charged with re-shaping certification in Canada brought two basic recommendations to our National Board:

1. That ACSESS adopt an Association

Certificate Program designed to expose new recruiters and consultants to acceptable business practices and industry standards.

2. The revised certification program must carry the brand recognition of the CPC designation and must be available to members across the country.

The first element of this program will be entirely web-based and will be available through the ACSESS website by the end of November 2004. The cost will be \$50 per student and successful achievement will be recognized by a certificate.

This program will not entitle students to use the CPC designation.

The second element, which will result in attainment of the CPC designation, will be introduced in early 2005, and will be comprised of 10 seminar modules of which 6 will be mandatory. This program will be rolled out across Canada throughout 2005.

Industry leaders who have been asked to provide feedback on these plans say they feel the program, when complete, will raise the bar for ACSESS and our industry as a whole.

We look forward to your support and encourage your questions. For more information please contact Amanda Curtis at 905-826-6869/1-888-232-4962 or by email at [acurtis@access.org](mailto:acurtis@access.org). □

## Chapter Presidents

*WE ENCOURAGE members to contact your Chapter President for information on local Association meetings, seminars and upcoming events.*

### National Capital Chapter

President: Meredith Egan  
AIM Personnel Services Inc.  
Tel: 613-230-6991, Fax: 613-230-7183  
Email: [meredith@aim-personnel.com](mailto:meredith@aim-personnel.com)

### GTA Chapter

President: Suzanne McInerney, CPC  
The Staffing Edge  
Tel: 905-454-1144, Fax: 905-459-4911  
Email: [smcinerney@staffingedge.com](mailto:smcinerney@staffingedge.com)

### South Western Ontario Chapter

President: Lori Van Opstal, CPC  
Your Advantage Staffing  
Tel: 519-651-2120, Fax: 519-651-2780  
Email: [lori@transportjobs.net](mailto:lori@transportjobs.net)

### Atlantic Chapter

President: John Cotterill  
Advantage Personnel  
Tel: 902-468-5624, Fax: 902-468-6294  
Email: [jcotterill@onyourteam.com](mailto:jcotterill@onyourteam.com)

### Quebec Chapter

Présidente: Linda Plourde  
Présidente, Adecco Quebec  
Tel: 514-845-4255, Fax: 514-845-2750  
Email: [linda.plourde@adecco.qc.ca](mailto:linda.plourde@adecco.qc.ca)

### Winnipeg Chapter

President: Jo-Ann Zuk, CPC  
The People Bank  
Tel: 204-772-5040, Fax: 204-772-5747  
Email: [jzuk@thepeoplebank.com](mailto:jzuk@thepeoplebank.com)

### Saskatchewan Chapter

President: Linda Langelier, CHRP  
Employment Network Canada Inc.  
Tel: 306-584-7244, Fax: 306-584-3544  
Email: [linda@employment-netcanada.com](mailto:linda@employment-netcanada.com)

### Calgary Chapter

President: Terry Davey, CPC  
BOWEN Workforce Solutions  
Tel: 403.538.3304  
Email: [tdavey@bowenworks.com](mailto:tdavey@bowenworks.com)

### Edmonton Chapter

President: Laura Haynes  
Placement Group  
Tel: 780-421-7702, Fax: 780-426-3427  
Email: [laura@placementgroup.ab.ca](mailto:laura@placementgroup.ab.ca)

### British Columbia Mainland Chapter

President: Mike Winterfield  
CNC Global  
Tel: 604-687-5919, Fax: 604-687-5397  
Email: [mwinterfield@cncglobal.com](mailto:mwinterfield@cncglobal.com)

### Victoria Chapter

President: Sheenagh Beadell, CPC  
Taylor Personnel Limited  
Tel: 250-480-0700, Fax: 250-480-1446  
Email: [taylor@taylorpersonnel.net](mailto:taylor@taylorpersonnel.net)

## ACSESS GTA CHAPTER PRESENTS...

### "Casino Night"

at Monte Casino Banquet Hall  
3710 Chesswood Drive  
in Downsview  
(Allen Rd. and Sheppard Ave.)  
[www.montecassino.on.ca](http://www.montecassino.on.ca)

January 13, 2005

Buffet Dinner, Blackjack,  
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and a Silent Auction!



**All proceeds to support the  
Ronald McDonald House**

For more information,  
contact Christine Beaudry  
905-454-1144 ext. 228

# ACSESS Conference 2005

## Canada's Premier Event for Owners, Managers and Staffing Industry Professionals

### MARK THESE DATES NOW!

**Tuesday, May 10**

Recruiter/Consultant Program  
with Leading Industry Trainer

**Tuesday, May 10**

Gala Dinner, Awards Ceremony  
and CPC Graduation

**Wednesday, May 11 and  
Thursday, May 12**

Owners and Managers –  
Executive Forum

**Fairmont Royal York Hotel** – Toronto's oldest landmark hotel and for many years also Canada's largest hotel.

**Keynote Speaker** – David Chilton, author of *The Wealthy Barber*

Those who have heard David and participated in his roll-up-the-sleeves working sessions say "money back guaranteed – he's so amazing"!

**Information Exchange and Industry Trends and Regulatory Issues**

Registration fees, Tuesday program, Gala dinner included  
Members: \$265; Non-members: \$365

Executive Forum, Gala dinner included  
Members: \$475; Non-members: \$575

**Keep an eye on [www.acsess.org](http://www.acsess.org) for further details and fee schedules.**

## ACSESS Congratulates CPC Graduates 2004

*THE FOLLOWING INDIVIDUALS have shown their commitment to our industry, and will now use the CPC designation:*

O'Neil Angus, CPC, Industrial

Temporary Solutions, Burlington

Jeanine Anstey, CPC, Protemps Ltd.,  
Calgary

Mary Belec, CPC, Advantage Personnel  
Ltd., Markham

Linda L. Bond, CPC, Spherion Staffing  
Solutions, Mississauga

Joanne Denise Boucher, CPC, The Keith  
Bagg Group, Toronto

Terri Butler, CPC, The 500 Staffing  
Services Inc., Victoria

Luc Couillard, CPC, Services Industriels  
Renfort Inc., Montreal

Margaret Dyck, CPC, The Phelps  
Group, Thunder Bay

Jane P. Easlick, CPC, L.J. Wade Human  
Resource Group Inc, Mississauga

Gabrielle Hawkins, CPC, Holloway  
Schulz & Partners, Vancouver

Damion Ainsley Hayles, CPC,  
Advantage Personnel, Mississauga

Bill Hong, CPC, Holloway Schulz &  
Partners, Vancouver

Eric Joannis, CPC, C.L.A. Personnel,  
Ottawa

Jim Keenan, CPC, Spherion Staffing  
Solutions, Mississauga

Jeffrey J. Kells, CPC, Armor Personnel,  
Brampton

Eleanor Kelly, CPC, Spherion Staffing  
Solutions, Mississauga

Chantel Lorrain, CPC, C.L.A. Personnel,  
Ottawa

Sandy Maynard, CPC, Advantage  
Personnel, Whitby

Kelli McAskill, CPC, Advantage  
Personnel, London

Jayson S. Phelps, CPC, The Phelps  
Group, Thunder Bay

Sally Sebben, CPC, Advantage  
Personnel, Mississauga

Ewan Shanks, CPC, Quantum  
Management Services, Toronto

Sylvie Sirois, CPC, Excel Personnel Inc,  
Montreal

Barb Streifitan, CPC, Excel HR,  
Ottawa

Chris S. Twigger, CPC, Fulcrum Search  
Science, Toronto

Darlene Maria Vitorino, CPC, ATS  
Reliance Group, Burlington

Jean Wong, CPC, Holloway Schulz  
& Partners, Vancouver

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*STRONG ASSOCIATION from page 2*

well positioned to have an ongoing relationship with the press and a regular presence with government at both the provincial and federal levels.

All members need to recognize the implications of adverse legislation and offer support to their association. As the only association in Canada representing the interests of the staffing industry, we must work together to ensure your interests are protected. Without an active membership, we will remain at the mercy of all these hostile forces without any viable protection.

*Mary McIninch, Manager of  
Government Relations*

# A Look Back to ACSESS Conference 2004



*2004 conference registration at the Holiday Inn in Kingston, Ontario*



*President Elect Paul Christie, CPC, (L) and President Kevin Dee, CPC, at the AGM*



*Federal cabinet minister Joseph Volpe welcomes conference delegates*



*Jeremy Ingle (L) is acknowledged for many years of dedicated service and leadership*



*Yvan Michon (R) thanks Steve Jones, CPC, for his outstanding contribution to ACSESS*



*Thanks to Sponsors and Exhibitors*

# ACSESS Fall Seminar Program a Great Success

OUR commitment to bring top-quality training to ACSESS members in regions across Canada was well received by members from Halifax to Vancouver.

As always, ACSESS remains committed to delivering quality, value-added services to all segments of the industry in all provinces across Canada. Our members providing temporary and contract services benefit enormously from ACSESS government relations initiatives. Those focusing on direct-hire and executive search ask for hands-on training opportunities, and this is what we delivered.

In August and September more than 200 members from four regional centres took advantage of top U.S. speakers Jeff Skrentny and Greg Doersching. It was Greg's first appearance in Canada and based on evaluations of the value of his presentation there will be many more to come. Several participants suggested Greg

as our key speaker at Conference 2005.

In August, Jeff Skrentny returned to Montreal introducing his new seminar – "Radical Recruiting," and the words of one owner/manager provide an excellent summary of the value of this program: *"You have motivated our recruiters with new strategies in approaching new clients and candidates. We had a meeting this morning and they shared the ideas with the rest of the employees. The investment was worthwhile, and now we are putting your knowledge to work for us."* ACSESS brought Jeff Skrentny's training to Vancouver in mid September where he spoke to over 60 attendees on building brand image and company marketing. *"This was the best Vancouver seminar in a several years,"* noted Vancouver Chapter President Mike Winterfield, CPC, at a recent meeting.

In late September Greg Doersching, rated top speaker at both ASA and NAPS, trained in both Halifax and Toronto. Halifax members appreciated the terrific value of the session, and we are hopeful that their feedback will encourage attendance in other cities as we continue to bring education to cities with a smaller membership base.

In Toronto, Greg was greeted by 65 attendees. The evaluations could not speak more highly on the value gained. As one attendee commented, *"I'm walking away with more than 5 great ideas."* The fall series ended with industry favourite Danny Cahill's seminar in Toronto. At the time of writing this is two days away and close to sold out. In support of ACSESS, Danny has also announced a 25% discount to ACSESS members subscribing to [accordingtodanny.com](http://accordingtodanny.com) (see page 4).

Winter/Spring 2005 Education will be announced soon – be sure to take advantage of these training opportunities, and let us know if there are speakers you feel would benefit our members and our industry in Canada. □

## Today, to really advance your staffing business, you need better vision



The key to success in today's competitive staffing industry is to have the best tools available to give you a 'real-time' picture of your current business, enabling you to monitor cash, track recruiter activity, spot changing trends and ensure the most profitability. You need maximum vision.

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