



# Dialogue

SPRING 2001

ASSOCIATION OF CANADIAN SEARCH EMPLOYMENT & STAFFING SERVICES

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## EDITOR

Amanda Curtis, CAE

ASSOCIATION OF CANADIAN SEARCH, EMPLOYMENT & STAFFING SERVICES

2121 Argentia Road Suite 404 Mississauga ON L5N 2X4

## TELEPHONE

1.905.826.6869  
1.888.232.4962

## FAX

1.905.826.4873

## E-MAIL

info@acsess.org

## WEB SITE

www.acsess.org

## President's Message

By Bruce McAlpine

FIRST OF ALL, I want to thank all of you for the confidence you have placed in me to lead our Association over the coming year. In reality, leading is an easy task, when surrounded by such a competent national board, and the full-time ACSESS staff headed by Amanda Curtis. I am assuming the reins of an association in better shape than ever before in our history. Part of this credit also goes to our outgoing President, Chantal Haas,



who has served our industry for more than two decades, and led the implementation team through our ESSAC-APPAC merger several years ago.

We don't want to rest on our laurels, however. We all need to be focused on the future. A major step toward this will be a long-range planning process, which will be undertaken by the National Board during the next six months. This will allow us to establish 3-5 year goals for the Association, for the benefit of all members.

In the shorter term, I would like to focus on four key thrusts during my mandate. First, we

must continue to focus on integrity and professionalism in our industry. This is particularly important, as provinces (led by Ontario) are looking at deregulation and self-regulation for our industry. You will notice a strong emphasis on training for all levels, including owner/managers in the coming year, through seminars and our annual conference. And, of course, we will continue to promote the CPC designation, which is recognized throughout North America as the official certification within our industry.

Second, I want to focus on growing our association. A strong single voice that represents the vast majority of the industry is essential in protecting our interests when dealing with legislators in the years ahead. To this end, we will be developing more value-added benefits for members through relationships with key business suppliers, a mentoring program for first-year members, and a membership drive contest to encourage all of us to get involved in growing the association.

Third, I want to increase the stature and visibility of the association.

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## What's New

### Congratulations and a Warm Welcome to Bruce McAlpine, CPC

Effective April 1, 2001, Bruce McAlpine, Vice-President of Toronto-based company Keith Bagg & Associates, assumed the presidency of ACSESS. Bruce has previously served as president of APPAC and brings a vast amount of knowledge to this position.

### Island.

- Thanks for the spirit of leadership and involvement go to:
- SHEENAGH BEADELL, CPC, Taylor Personnel Ltd.
- BEVERLY ARTS, Adecco
- NORMA MCCRAE, Kelly Services
- NICOLA KERR, Spherion Workforce Architects
- RUTH LAYNE, Superior Personnel
- SHARON KILBERY, Manpower

### Congratulations to ACSESS' Newest Chapter

On February 5, 2001, National Board approved the application for Chapter status submitted by members on **Vancouver**

### Staffing for Canada Week — June 4 to 10, 2001

Local events, gala dinners, Mayoral proclamations, a national essay contest, support by the  
continued on page 2

PLEASE CIRCULATE

- .....
- .....
- .....

# Board of 2001–2002

The ACSESS National Board was announced in March. For ready reference, we are pleased to again publish directors' names and e-mail addresses together with a snapshot profile on each.

## PRESIDENT

BRUCE MCALPINE, CPC, Vice-President of Toronto-based recruiting firm Keith Bagg & Associates Inc. Bruce has managed the executive search division of the company for more than a decade. He is also a past national president of the Association of Professional Placement Agencies & Consultants (APPAC). Bruce has taught business-related subjects at the University of Toronto and Primorski State University in Russia. (brucemc@bagg.com)

## DIRECTORS

BARBARA ALLEN, General Manager, TOSI Placement Services Inc. (Toronto). Barbara has worked in our industry for more than 20 years in Ottawa and Toronto, with multi-national and single-office companies. She is a past president of ESSAC Toronto Chapter, a member of the ACSESS National Government Relations Committee, and has served on Conference Committees of APPAC and ACSESS. (barba@tosi.com)

PAUL CHRISTIE, CPC, President of Unique Personnel Services Inc. (Dorval), a national recruiting and staffing firm specializing in the transportation industry. Paul currently serves on the Quebec Chapter Government Relations & Ethics Committees and National Conference and Awards Committees. (paulchristie@uniquepersonnel.com)

STEPHEN D'ARCY, Vice-President Finance, Adecco (Toronto). Stephen is responsible for financial and administrative functions of Adecco Canada, including quality management/ISO. A chartered accountant with more than 14 years' finan-

cial management experience, Stephen has been actively involved on the ACSESS national board since joining the staffing industry in the late 1990s. (stephen.darcy@adecco.com)

KEVIN DEE, CEO, Eagle Professional Services (Ottawa). Kevin has worked in the IT industry for 23 years, primarily in the system integration business, and has 6 years' experience in the staffing industry having founded Eagle in 1996. Kevin also sits on the board of Innovators Alliance, an Ontario organization of CEO's that promotes fast growth businesses. (Kevin\_De@eagleonline.com)

MEREDITH EGAN, Associate, AIM Personnel Services Inc. (Ottawa). Meredith has served on the national boards of the Employment & Staffing Services Association of

Canada (ESSAC) and ACSESS. He is currently president of the ACSESS National Capital Chapter. (meredith@aim-personnel.com)

BILL FRETZ, CPC, Manager, The 500 Staffing Services (Oakville). Bill currently manages the national executive search practice for The 500 Staffing Services Inc. He is entering his second year as an ACSESS director and is also a past national president of APPAC. (fretz@the500.com)

VALERIE GILMORE, CHRP, CPC, President, Gilmore Staffing Solutions (Toronto). Valerie is a past national director of APPAC and has served on the ACSESS board since 1998. She also serves on the HRPAO Peer Review Committee, is Chair of the Board of the Allante HR Group and is Past Chair of the Upper Canada Membership – Canadian Association of Family Enterprise. Gilmore

## Members in the News

**Eagle Professional Resources** is proud to be ranked #21 on the Branham Group's 50 Top Canadian Professional Services Companies List.

The Branham Group lists are ranked on the basis of annual revenue. In addition, each company must meet the following four criteria: each must have been started in Canada and must maintain its headquarters here; more than 50% of its employees must be located in Canada; the company's corporate direction must be set in Canada; and, more than 50% of its research and development must be in Canada.

Kevin Dee, CEO of Eagle and an ACSESS national director, is proud to be ranked in the top 25, and to have also requalified as one of Canada's 50 Best-Managed Private Companies.

Founded in 1996, Eagle Professional Resources is a 100% Canadian-owned IT staffing company with offices across Canada, and a stated commitment to "honest and ethical business practices."

**You don't have to be an international company to make a difference – Choice Office Personnel Ltd.** has been serving Edmonton and its surrounding

community for the last 16 years. Being an Edmonton-based company, Colleen Reid, President states, "I feel that it is important to support the community in which we do business. Becoming a Friend of 2001 for the 8th IAAF World Championships in Athletics, coming August 3–12, 2001, has opened the door to a "once in a lifetime experience for our entire staff." Choice will be providing services during the event, as well as helping to place event staff on a *pro bono* basis at the end of the World Championships.

This is the first time this event has ever come to North America and will be an exciting time for all involved.

**Business Aid Inc., licensor and franchisor of Hunt Personnel, Temporarily Yours and Interim Aide** has recently announced its new affiliation with Le Groupe Synergie. Synergie is the fourth largest human resource and staffing firm in France, with affiliates in several other countries.

Hunt Personnel offices continue to be locally owned and operated with a strong commitment to local markets. The Synergie affiliation brings expertise that will add value and benefits to Hunt clients and employees. □

### WHAT'S NEW from page 1

media and the launching of our new partnership with the Canadian Paraplegic Association (see page 7). If you have not yet received your Staffing 4 Canada Poster Display, contact Sheri Thomas at 1-888-232-4962 or sthomas@bbandc.com or download your own copy from [www.acsess.org](http://www.acsess.org). □

Staffing Solutions is a full-service company offering direct placement, contract and temporary staffing services. (valerie@gilmorestaffing.com)

JEREMY INGLE, Partner, SPI Consultants (Ottawa). Jeremy has been active in our industry associations since 1986. He joined the national board of ESSAC in 1988, was President in 1991/92, and continued his involvement on the government relations committee until the formation of ACSESS. Jeremy is entering his fourth year as an ACSESS director and serves as a key contact with the federal government. Jeremy and Sue Ingle offer executive search, direct hire and temporary staffing services through their Ottawa based company. (jf1@spi.ca)

STEPHEN JONES, CPC, President, The People Bank (Toronto). Steve has served as national president of ESSAC and Chair of ACSESS Government Relations Committee. Under Steve's leadership, The People Bank has grown from a single office to an 8-branch company operating in 4 provinces. (sjones@thepeoplebank.com)

ANN MACDONALD, Regional Manager, Manpower (Halifax). Ann has been in the staffing industry since the late 1980s, and with Manpower for eight years where she is currently responsible for offices in the Atlantic Region. Ann has been active in ESSAC and ACSESS for the last seven years. She has served as Chapter Treasurer and joined the national board in 2000. (ann.macdonald@na.manpower.com)

YVAN MICHON, CPC, The Employment Solution (Montreal). Yvan is Vice-President, Executive Search and Placement Services, North American operations for TES (The Employment Solution). Yvan started his career as a technical recruiter 23 years ago specializing in the chemical and petrochemical industries. In 1981, he founded Consultec Human Resources and expanded into the telecommunications and software industries. In 1997, Consultec merged with TES creating one of the largest privately owned, full-service Canadian recruitment firms with operations in Canada the U.S. and associates in Europe and Asia. He is past national and provincial president of APPAC. (yvanm@tes-contract.com)

JOAN PAGE, CHRP, CPC, Provincial Manager, Kelly Services (Canada) Ltd. (British Columbia, Saskatchewan and Manitoba). Joan has been in the Employment and Staffing Industry for 15 years. She is a past

Chapter Director of ESSAC and BCHRMA and is based in Vancouver. (joan.page@kellyservices.com)

BARBARA PREMDAS, CPC, Manager, bp Floater Staffing Inc. (Calgary). Barbara has been actively involved in ACSESS and ESSAC, and has served on the national board of both as well as Calgary Chapter President. (floaters@cadvision.com)

RICH STOPPLER, CHRP, CPC, President, Executrade Consultants Ltd. (Edmonton). Rich has served as Edmonton Chapter President and most recently as national director responsible for public relations. He is also past membership director of the Human Resource Management Association of Edmonton and past president of the Quality Assurance Group, an ISO networking Group. Executrade has 8 divisions servicing all aspects of the recruitment industry. (rstoppler@executrade.com)

KAREN WATT, CPC, President, Excel Personnel Inc. (Kamloops). Karen has managed the temporary, permanent and executive search divisions of BC-based recruiting firm Excel Personnel for 9 years. A long-time, active member of both ESSAC and APPAC, Karen has served on the national board of ACSESS and is co-Chair of ACSESS Conference 2001. (temphelp@excel.bc.ca) □

*PRESIDENT from page 1*

sociation to all our stake-holders: clients, candidates, HR professionals, industry non-members and governments/legislators. This will be accomplished through a coordinated on-going communications campaign at all levels. The value to us as members is that all of our audiences will become much more aware of the benefit of only working with ACSESS members.

Finally, I intend to get out and meet with as many of you as possible during my tenure, to make sure I am aware of your concerns, and am addressing the issues that are most important to you. I will make every attempt to visit each chapter during the coming year; in the meantime, I hope to see as many of you as possible at our annual conference in Toronto from May 31 to June 2001.

As you can see, it is going to be a busy year! I wish you all every success in your business and personal lives. □

*Everybody thinks of changing humanity, and nobody thinks of changing himself —*

Leo Tolstoy

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# Catch<sup>of</sup> the Day

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# The Importance of Membership

LIKE ANY COMPANY, the success of an association is a reflection of the commitment of its members. ACSESS is delighted to see a continued trend of high membership support. If your company is not a member, or has not yet renewed for the 2001 year, I invite you to call me directly to discuss what it is we do and what we plan to do to provide the best service possible.

ACSESS continues to work diligently on your behalf to bring positive industry input and to make our concerns known to federal and provincial governments. Detailed bulletins are sent via e-mail, broadcast fax and mail to our members, and a synopsis of the most recent *Legislative Watch Bulletin* is contained on page 11 of this issue of *Dialogue*.

ACSESS has been making informal and formal representations to the Governments of Ontario and Alberta on the potential for industry self-management since 1997. In December of 2000, the Ontario government announced that revisions to the *Employment Standards Act* would include a provision for the repeal of the *Employment Agencies Act* (EAA). This provision has now been proclaimed into force, and effective March 31, 2001, employment agencies in Ontario are no longer required to obtain a licence from the Ministry of Labour.

On March 29, ACSESS issued a press release announcing our commitment to step forward and accept responsibility for monitoring and enhancing industry standards in the Province of Ontario. It is our belief that this significant move by the government must be used positively by our industry and our Association. The ACSESS Code of Ethics & Standards has never before been as important as it is now.

Late last year we issued "12 Reasons to Be a Member." We have had a number of calls saying how useful members found this checklist and thought it would be worth reproducing here.

## 1. National Conference 2001 Member Discounts

- \$100 for first delegate
- \$150 for second delegate
- \$200 every additional delegate

## 2. National Programs Member Discounts

(Fall 2000 – example)

- \$40 on first delegate
- \$50 for second delegate
- \$60 every additional delegate

## 3. Affiliate Member Discounted Services

Example: The saving on basic errors and omissions insurance coverage is approximately the cost of annual ACSESS membership for one office, and in many cases savings equal substantially more than annual membership.

## 4. Chapter Programs

Programs offered at discounted rates and information sessions open to ACSESS members.

## 5. Website – [www.acsess.org](http://www.acsess.org)

Every member is posted with a profile and hot link to its own site. NO LISTINGS FOR NON MEMBERS.

## 6. Member Directory

A full listing of ACSESS Members can be downloaded from the Association Website. Hard-copy printouts are available to Members only upon request to National

Office.

## 7. Industry Survey

Comprehensive results available to member companies only.

## 8. Resource Materials and Communications Updates Available to Members Only

Brochures for use with clients. Print and audio-visual reference tools. Educational and awareness updates.

## 9. Certified Personnel Consultant (CPC)

The CPC designation is a recognized mark of professionalism. The CPC program is available only to owners and employees of ACSESS member companies.

## 10. Code of Ethics & Standards

Governments and clients refer to the ACSESS Code of Ethics & Standards, and use ACSESS membership as a requirement in the tender/selection process.

## 11. Staffing for Canada Week – June 4 to 10, 2001

*continued on page 6*

# Calgary Welcomes Tony Bruno and Declares Him an Honorary Calgarian

*By Daphne Harris,  
Calgary Chapter President*

THE CALGARY CHAPTER had the distinct pleasure of hosting the Tony Bruno Workshop in the fall of last year. Although this is now several months ago, it remains a memorable event.



It was a wonderful and educational opportunity for our industry to listen and learn from a leader in our profession. Tony delivered an entertaining and highly informative session to 28 attendees on the Thursday evening and 90 attendees on Friday morning session. It was refreshing to listen to a seasoned professional who spoke with passion and sincerity about the staffing industry. Very obvious to participants was the enthusiasm and energy with which Tony approaches his job – a compelling motivator

to us all. Tony's sense of humor convinced the Calgary Chapter that he was a perfect candidate for initiation to the White Hatter Ceremony, a long-standing tradition in Calgary. Daphne Harris, President of the Calgary Chapter put Tony through the entertaining paces of the ceremony and finished it with a strong Calgary "yahoo" while presenting Tony with his white Stetson.

Calgary would like to extend thanks to everyone who contributed to this successful workshop. Special thanks to Sheri Thomas from ACSESS National office who did an excellent job of facilitating the workshop, and to Rich Stoppler of the Edmonton Chapter who arranged bus transportation and organized a contingent of Edmonton attendees.

Calgary looks forward to future opportunities in hosting industry workshops and providing continued training in our industry. □

ACSESS member company participation, increased client awareness and regional advertising opportunities open to members only.

## 12. Virus Alerts

Virus-tracking Websites are checked daily and alerts circulated to all ACSESS members via e-mail.

To those of you who have renewed Corporate Membership for the current year, your continued support is greatly appreciated. If you can go one step further and become actively involved at a committee or chapter level we encourage you to do so. Volunteerism is both rewarding and a terrific way to enhance skills and expand knowledge. In Vancouver we are actively looking for individuals who would like to become involved in planning new ideas and services to bring members together on the West Coast. Our Toronto/Southwestern Ontario and Quebec Chapters are inviting nominations to serve on their Boards. Wherever you are in Canada, or whatever your specific area of interest, I am confident we could find a role that would interest you. If you would like to explore this idea, feel free to contact me at acurtis@bbandc.com.

Lastly, on behalf of our National and Chapter Boards, I would like to extend a welcome to our most recent new members:

ACCU-STAFF RESOURCE SYSTEMS LTD.,  
Toronto

AROUND THE WORLD PLACEMENT  
SERVICES, Toronto

BERNESTER PLACEMENT SERVICES INC.,  
Toronto

BRADSON TECHNOLOGY PROFESSION-  
ALS, Toronto

DIVERSITY PLUS INC., Toronto

L.J. WADE HUMAN RESOURCE INC.,  
Toronto

LINTEX COMPUTER GROUP INC.,  
Toronto

MCDANIEL EXECUTIVE RECRUITERS  
(MER), Winnipeg

SHORTLIST CONSULTING INC., Toronto  
STEP INC., Toronto

THOMAS INTERNATIONAL MANAGE-  
MENT SYSTEMS, Toronto

QUESTEK SYSTEMS INC., Toronto

I hope to meet many of you – returning members and new members – in Toronto on May 31, and if not then, at points across Canada, over the coming months.

Amanda Curtis, CAE, Executive Director

# District and Chapter News

## Edmonton ACSESS Chapter Challenge Helps "Stuff the Bus" for the Food Bank!

AT THE NOVEMBER 19 monthly meeting a challenge was issued to all members of the Edmonton Chapter to help "Stuff the Bus." What is Stuff the Bus? The Edmonton Food Bank joins forces with local radio station Mix 96 to stuff a bus full of food for the disadvantaged. The Food Bank serves 15,500 people per month with a high percentage of those being children, and supports 125 other organizations such as churches, hot lunch programs, soup kitchens and shelters. The Stuff the Bus charity event lasted for a week at the end of November with hopes of filling one city transit bus full of food.

The challenge was simple – collect as many non-perishable food items as possible at your agency, then deliver the goods to the charity location. Once all ACSESS members delivered their goods, an official winner of the 1st Annual ACSESS Challenge would be determined.

The radio station caught wind of this challenge and thought it was great! They started promoting it on the air and talking about the local ACSESS Chapter. ACSESS

members asked their clients, associates and internal staff to donate food. One agency put the money they would have spent on a gift exchange towards the purchase of additional food. The radio DJs were so thrilled with the participation and contributions, they announced ACSESS and the participating members' names all morning!

Of 20 ACSESS members in the Edmonton Chapter, 10 agencies participated saying they were so proud and were already looking forward to next year! This event was a huge success

for the local chapter and members Stuffed the Bus so full another bus was called in! Congratulations to Adecco Employment Services, Robert Half and Associates, Spherion Workforce Architects, Advanced Technology Partners, David Aplin and Associates, Executrade Consultants, Harcourt and Associates, Manpower, Pro Temps and Staff Bureau. Who was the declared winner – Adecco Employment Services.

**Edmonton started off the new year** with a successful "Perm Study Group" in January; an excellent workshop on Business Ethics, presented by Ria Ames, Chair of the Chapter Ethics Committee, on January 17; and a February general meeting on Federal Privacy Laws. □

*Edmonton Chapter is proud to present the Hero's Gala Dinner, Thursday, June 7, 2001, at the Delta Inn South.*



(L-R) Rick Stoppler, Executrade; Terry Huculak, Manpower; Christy Leonard, Adecco; Mike Russnak, Advanced Technology Partners; Janine Jeworski, Protemps; Scott Stoppler, Executrade; Cheryl Brandt, Protemps; Heather Ostasbek, Protemps

# What is an Independent Operator?

By Karen Azzopardi, WSIB Ontario

ARE YOU THINKING of using contractors in your temporary employment agency?

There are a few things you should know.

Hiring contractors is becoming a common practice in many industries, particularly the information technology placement field and in temporary agencies. At first glance, the advantages of hiring contractors or independent operators may appear to be appealing. However, the reality is there are many financial repercussions that may have a significant impact on your business.

A contractor may be a worker or independent operator for WSIB purposes. Workers in the temporary placement industry are automatically covered and the

agency is required to pay premiums for this coverage. On the other hand, WSIB coverage for independent operators is not mandatory.

**Before you hire a contractor for your agency, there are a few things you should know.**

For example, what is an independent operator? An independent operator is different from a regular employee or a temporary worker. An independent operator carries on a business, separate from the employer. Typically, an independent operator in the industry will have the following characteristics. The individual:

- Offers services to various firms;
- Reports to the government as a self-employed business for income tax pur-

poses and GST;

- Owns and operates his or her own equipment.

The WSIB uses the organizational test to determine if a contractor is an independent operator or a worker for WSIB purposes.

The WSIB's organizational test uses specific criteria to make this determination. The key to remember is that the test is a complete examination of the work relationship between an individual and the firm who uses his or her services. Sample questions used in the WSIB's organizational test include:

- Does the person work for various companies?
- What control and supervision are ex-

ACSESS Toronto &  
South Western Ontario Chapter  
looks forward to celebrating  
our industry achievements

★ at our 1st annual...

2000-2001  
2001-2002  
2002-2003

★ Thursday  
June 7th, 2001

★ at the  
Westin Harbour Castle  
Hope to see you there!  
Thanks to all  
who made our 2000-2001  
year a success!

## Explaining the Partnership with the Canadian Paralegic Association

AS MENTIONED in previous communications, ACSESS has recently entered into a partnership with the Canadian Paralegic Association (CPA). This is an exciting new venture that will provide a new opportunity to increase the profile of ACSESS and our industry, while at the same time offering a valuable service to the more than 35,000 Canadians with spinal cord injuries who are represented by CPA.

CPA has 11 Provincial Divisions from British Columbia to Newfoundland, and many of these Divisions will be collaborating with ACSESS Chapters to deliver exciting programs at the regional level. The CPA Website is located at [www.canparalegic.org](http://www.canparalegic.org).

In meeting with senior representatives of CPA, a number of opportunities have been identified for mutual support and awareness. Linkage of Web pages and an exchange of provincial contacts have already been done. Cultivating each other's media contacts and opportunities for the cross-promotion of our organizations in local and national media is another benefit that can come from this new partnership.

Members of ACSESS will be encouraged

to provide their expertise in the employment and staffing field to help CPA members and clients enhance their job search techniques, and to educate potential employers. ACSESS might also be a potential partner in CPA's international work in the Caribbean and Central and South America. Learning opportunities for the staff of both organizations will be offered in order to improve our respective service delivery capacity and professionalism.

We have already spoken about ACSESS members offering *pro bono* services and seminars to assist those with spinal cord injuries to return to the workforce. CPA in turn will continue to look at a ways in which ACSESS can derive tangible benefit from this partnership thereby making it a win-win situation for all involved.

A formal announcement of this partnership will be made jointly during Staffing for Canada Week (June 4 to 10).

For more information about this partnership, please contact Amanda Curtis (ACSESS) at 1-888-232-4962 or by e-mail at [acurtis@bbandc.com](mailto:acurtis@bbandc.com), or Stephen Little (CPA) at [slittle@canparalegic.org](mailto:slittle@canparalegic.org). □

exercised over the work performed?

- Does the person own and maintain his or her own equipment?
- Does the person file a GST return to Revenue Canada?
- Who is taking on the contract to perform the work?

Both parties (the individual offering the services and the firm thinking of hiring the person) are strongly encouraged to complete the organizational test prior to beginning a work relationship so that everyone is clear about each other's responsibilities and obligations under the *Workplace Safety and Insurance Act*.

The test will determine if:

- The person is an *independent operator* under the Act, and therefore not automatically covered for WSIB purposes. He or she has the option of opening an account with the WSIB and taking out voluntary coverage;

OR

- The person is a *worker* under the Act. The company using his or her services is considered an employer and is therefore responsible for the person's WSIB coverage.

Until you obtain a decision from the

WSIB on a person's status, the company hiring is required to pay premiums to the WSIB based on the individual's earnings.

Are all of your obligations met if you hire an independent operator? Not necessarily so, because:

- An independent operator who employs his or her own workers/helpers is an employer and must be registered with the WSIB;

- If you hire an independent operator who hires his or her own workers but *does not* register with the WSIB, you as the principal may be held responsible for the operator's premiums and the cost of any injury;

- If the independent operator registers with the WSIB but does not pay his or her premiums, you as the principal may be held directly responsible for the independent operator's premiums.

In other words it is your duty as the principal to ensure that the contractors working for you who are required to be registered with the WSIB are registered and remain in good standing with the WSIB. To ensure the contractor is in good standing, you must ask the contractor for a WSIB clearance certificate. A clearance cer-

tificate is confirmation that an employer is registered and has met his or her reporting and payment obligations.

A clearance certificate is NOT proof that a person has WSIB optional insurance for him or herself. An independent operator who does not obtain optional insurance with the WSIB may sue the principal and any other person or company for negligence.

Hiring independent operators means taking the time to understand the different ways it could affect your business. This includes your WSIB obligations. Be careful, make sure you're covered – it makes good business sense!

For further information, speak to your account manager or customer service representative. If you don't know his or her name, simply call the WSIB office nearest you and they will be able to connect you with the right person. □

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*There is the risk you cannot afford to take, and there is a risk you cannot afford not to take —*  
Peter F. Drucker

Canadian diagnosis\*

1 in 9 women:  
breast cancer

1 in 8 men:  
prostate cancer

50,000 people each year:  
stroke

**Nobody plans  
to get sick.  
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Clarica offers Critical Illness Insurance to take care of the financial worries and let you concentrate on recovering. Talk to your agent about planning for the unexpected.



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\*Sources: Canadian Cancer Society, 2010; Heart and Stroke Foundation, 2011

# Menuflex<sup>SM</sup> BENEFITS PROGRAM



**Keeping your staff:**

- 1. healthy,**
- 2. happy,**
- 3. with you.**

**I**t's simple. Protect your people and you protect your business. And once you've found good people, you can't afford to lose them, whether it's to illness or accident, or another employer. With the Menuflex Benefits Program<sup>SM</sup>, you can now offer your staff an affordable, comprehensive group benefits program that delivers real-world, needs-related services and insurance protection.

Designed to meet the needs of a wide variety of individuals, contract staff, temporary & casual employees, and small employer groups, the Menuflex<sup>SM</sup> Program has emerged as the flexible solution for people who normally do not have access to a full-time Group Benefits Plan.

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## 2001-2002 CPC Graduation Ceremony: June 1, 2001

CONFERENCE 2001 will again feature the CPC ceremonies. This year, the Gala Dinner to be held at the Toronto Marriott Eaton Centre, will be bigger and better than ever before! Entertainment by Aelita is an unforgettable experience. If you saw Aelita perform at the CIETT 1998 Conference you are already aware of her talent, if not – then be

sure to book your dinner ticket now (available from ACSESS National Office for \$85/ticket or included as a part of full conference registration).

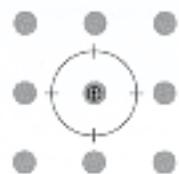
If there was ever any doubt about the commitment to professionalism within our industry, consider the number of CPC graduates in the past four years.

### CPC Graduates

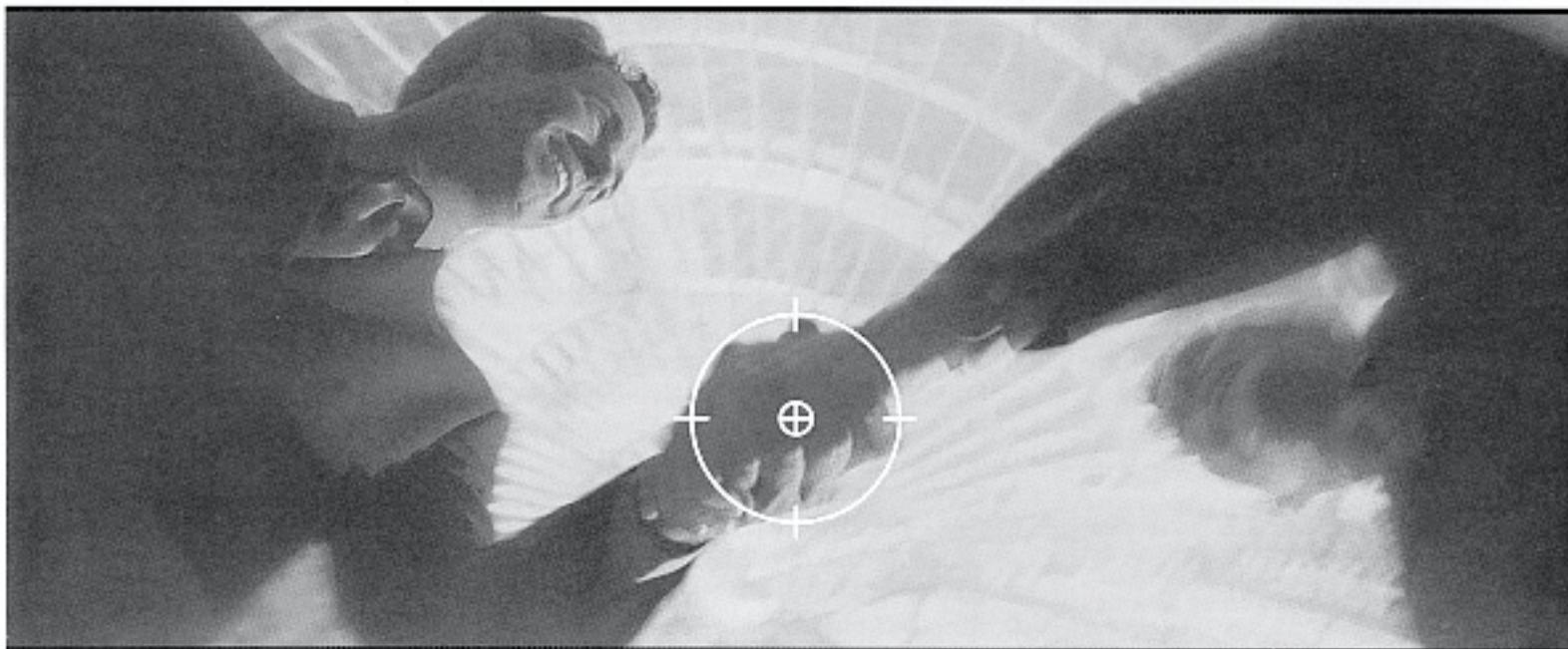
1998 (ACSESS inaugural year) .....	16
1999 .....	29
2000 .....	42
2001 .....	38

*Congratulations to our most recent Graduates, who are shown below by centre:*

- SHEENAGH BEADELL, CPC, Taylor Personnel Limited, Victoria  
 CHERYL NAKAMOTO, CPC, McNeill Nakamoto Recruitment Group, Vancouver  
 JOAN PAGE, CPC, Kelly Services, Vancouver  
 TERRY DAVEY, CPC, Bowen Staffing, Calgary  
 ANN LAVER, CPC, bp Floater Staffing Inc., Calgary  
 BARBARA PREMDAS, CPC, bp Floater Staffing Inc., Calgary  
 LUCILLE BARTON, CPC, Staff Bureau Employment Services, Edmonton  
 MARILYN CHORNEY, CPC, Executrade Consultants Ltd., Edmonton  
 CONNIE DUGUID, CPC, Staff Bureau Employment Services, Edmonton  
 RON EGAN, CPC, Executrade Consultants Ltd., Edmonton  
 MICKIE ROESCH, CPC, Adecco, Edmonton  
 SCOTT STOPPLER, CPC, Executrade Consultants Ltd., Edmonton  
 JANINE HARGREAVES, CPC, The People Bank, Winnipeg  
 SANDRA ROONEY, CPC, The Burke Group, St. Catharines  
 CAROL PARNALL, CPC, Prime Management Group, Cambridge  
 ANGELA MCCARRON, CPC, The Little Group, Brantford  
 DUNCAN CORNTHWAITE, CPC, Ancaster  
 LYNN BEECHEY, CPC, Connors Lovell and Associates, Burlington  
 ROCCO BELLUSCI, CPC, The 500 Staffing Services Inc., Mississauga  
 DONNA HAWKINS, CPC, Miller & Associates, Mississauga  
 STANLEY MANDARICH, CPC, Manpower, Mississauga  
 KATHERINE CICCARELLA, CPC, AOC – Accountants on Call, Toronto  
 NICALA FARWELL, CPC, Pinstripe Personnel, Toronto  
 GREG GEORGE, CPC, Pinstripe Personnel, Toronto  
 SERGIO GRECO, CPC, TES – The Employment Solution, Toronto  
 MARY JOHNSTON, CPC, Toronto  
 MICHAEL MCGARRY, CPC, The Personnel Network Inc., Toronto  
 KAREN MUGFORD, CPC, The People Bank, Toronto  
 MARY LOU KELLY, CPC, Hunt Personnel/Temporarily Yours, Willowdale  
 CINDY LAROCQUE, CPC, The Pollack Group, Ottawa  
 RACHEL PROULX, CPC, C.L.A. Personnel, Ottawa  
 MAUDE BOIVIN, CPC, Les Services Kelly, Montréal  
 KAREN CASTANHEIRO, CPC, Kelly Services, Montréal  
 CAROLE ANNE WADE, CPC, Quantum Management Services Limited, Montréal  
 MANON BOILEAU, CPC, Prospects Plus, Inc., Kirkland  
 VAUGHAN REID, CPC, Prospects Plus, Inc., Kirkland  
 MONIQUE VIGUÉ, CPC, Prospects Plus, Inc., Kirkland  
 GEORGINA DEWITT, CPC, Peapell & Associates/Supertemp, Halifax



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# Legislative News

A SEPARATE *Legislative Watch Bulletin* was released to all members in the first week of April. The following summarizes information contained in the *Bulletin*, copies of which are available on request (info@acsess.org).

**On March 29, 2001, ACSESS met with the Ontario Ministry of Labour, Employment Standards Review Project Team, as part of the Consultation on the Regulations to the new *Employment Standards Act, 2000*.**

The new Act eliminates most of the previously existing conditions needed to qualify for paid public holidays, replacing them with a formula for the calculation of holiday pay that is a function of the employee's regular wages and vacation pay in the 4 work weeks preceding the public holiday, divided by 20.

ACSESS provided the Review Committee with comprehensive data, derived from public holiday worksheets prepared by our members. These statistical charts demonstrated the very significant cost implications the changes will have for industry members operating in Ontario. The submission also presented three industry specific options to overcome the negative impact of these changes. The options are shown below in point form (in order of preference):

**1. An exemption** from Part X of the *Employment Standards Act*, for the staffing services industry; **and reinstatement of the qualifying condition that the employee be employed for 90 days.**

**2. Insert a qualifying period.** Re-insert a 60-day, industry-specific qualifying period in the regulations to the *Employment Standards Act*.

**3. No Qualifying period, Progressive Earnings.** As a third recommendation, ACSESS proposes a modification of the existing formula for calculating an employee's public holiday pay.

The Ministry's Review Committee will contact ACSESS as soon as a decision has been made. Most of the Act has yet to be proclaimed in force, but we expect the Government to do so at some point in 2001. Only the pregnancy and parental leave provisions came into effect on December 31, 2000.

**New Brunswick is raising the minimum wage for the second time in a little over a year.** As of July 1, 2001, the wage will go up 15¢ an hour to \$5.90. On January 1, 2000, the rate was boosted by 25¢ an hour. The new minimum overtime rate for working beyond 44 hours a week will rise to \$8.85 on July 1.

**The minimum hourly wage for employees in Quebec increased from \$6.90 to \$7.00 per hour on February 1, 2001.** Employees who usually receive gratuities were previously paid a minimum of \$6.15 per hour, and this rate increased to \$6.25 per hour, effective February 1, 2001.

**By November 21, 2001, every employer in Quebec subject to the *Pay Equity Act*** will have to determine whether adjustments in compensation are required in their organization or will have to complete a pay equity plan. ACSESS is working with our membership in the province as well as the Commission de l'équité salariale, the agency responsible for the application of the Act, to assist in the development of a Pay Equity Plan. In addition, **a seminar will be offered to ACSESS mem-**

**bers** to help them to understand what is needed to comply and how to meet these requirements.

**The first formal meeting of the Ontario Safety Group was held on March 23** at the Brampton offices of The Staffing Edge. Thirty-six industry members attended to hear presentations by Paul Casey, WSIB Safety Group Project Manager, Adrian David, Ontario Service and Safety Alliance (OSSA), Lee McCue, Industrial Accident Prevention Association (IAPA), and ACSESS Manager of Public Affairs Mary McNinch.

Presentations addressed how the Safety Group Program was implemented, the role of Safety Group Participants, and ACSESS' role and commitment as a Safety Group Sponsor. Safety Group members were also divided into four workgroups for mentoring purposes, and IAPA consultants have been assigned to each group to monitor progress and provide assistance.

For details and a full report on this exciting initiative, please contact Mary McNinch at mmcinnch@bbandc.com. □

## Statistical Update from South of the Boarder

A MARCH 5 release by the American Staffing Association (ASA) carried the headline "Staffing Firms Create 100,000 New Jobs." Results of the ASA Fourth Quarter National Survey are summarized below.

Staffing firms employed a record 3 million temporary employees on an average day last year. This record was achieved despite an economy-wide labour shortage throughout the year and slower economic growth during the fourth quarter. The 3.01 million average daily employment in 2000 was a 4.2% increase over the 2.89 million employed in 1999.

Temporary help sales totalled \$67.5 billion in 2000, a 5.0% increase over 1999. During the fourth quarter, temporary help sales totalled \$17.0 billion.

Richard Wahlquist, ASA Executive Vice-

President (who will be presenting at ACSESS Conference 2001) notes that "Staffing firms created 100,000 new jobs last year and more than a million during the past six years."

Other findings in the ASA fourth quarter survey included an increase in employee turnover for temporary workers: 418% in 2000, up from 405% in 1999. The average length of time a temporary employee worked with a staffing firm decreased from 10.3 weeks in 1999 to 10.0 weeks in 2000.

Richard Wahlquist has observed that in the U.S. "an average of 7 out of 10 temporary employees go on to permanent jobs within a year; however, for a smaller but growing group of workers, staffing firms are becoming their long-term employer of choice." □

# Use "Dollar & Cents" to Highlight Staffing Specialist's Value

By Paul Dodd, President,  
He@d2Head.com Inc.

IN TODAY'S MARKET, human resource professionals must focus their limited resources and time on development and retention strategies. This opens the door for staffing specialists to step in and fulfill the critical role of finding talent that is pivotal to the success of the organization and its bottom line.

Current market realities have recruiters at no loss for work. Staffing shortages and fierce competition for top candidates, as well as enticing signing bonuses and benefits leave even the best companies competing for resources.

It is critical for staffing specialists to distinguish themselves by offering value-added services to organizations. A starting point is to understand the company's strategy and determine how the recruitment function can support its business objectives – to ensure the firm's success.

Recent talent wars have put staffing specialists in the limelight and highlighted the integral role they play in helping a company meet its overall business strategy.

Beyond fulfilling this role, it's important to justify the value-added function of recruiting to senior management. This increases a staffing specialist's recognition factor and raises understanding of

the industry.

To achieve this, you need to demonstrate the value of recruiting to the CEO in the language they understand: dollars and cents.

## Impacting the Bottom Line

Here's a three-step process to help you quantify *your* contribution to the bottom line:

First, familiarize yourself with the Human Capital Index, established by Watson Wyatt. This index correlates five areas of human capital with a company's shareholder value. The results show that recruitment ranks as the single most valuable talent function, adding to a company's real market value by as much as 10%. The data speaks volumes to a CEO's constant mantra: what is the return on investment?

Second, arm yourself with facts and tools to compare the cost of turnover to long-term "fits." A measure of a company's success is its retention levels. High turnover not only reduces employee morale but also cuts into an organization's revenues. On average, a lost worker can cost a company 150 per cent of the employee's base salary. Sales and management staff are even more expensive, averaging an attrition cost of 200 to 250% of base salary. At the extreme end of this

scale are IT professionals, who can cost 300% of their base salary.

The "Business Cost and Impact of Turnover Spreadsheet," created with the help of HR guru Dr. John Sullivan, can be used to calculate the actual costs of talent turnover. It takes into account 40 cost factors involved in replacing resources – from initial advertising and recruitment costs to lost productivity and knowledge. After a specific scenario is entered, the spreadsheet's formulas automatically calculate the dollar expense.

A single-user version of this specialized tool (in an MS Excel file format) is available for \$199 but a free trial version can be downloaded from [ourworld.compuserve.com/homepages/gately/welcomeg.htm](http://ourworld.compuserve.com/homepages/gately/welcomeg.htm).

Third, find a good hiring management application and the statistics to show it works. Compared to traditional hiring techniques, using the Internet and an automated system can cut the cost of finding new employees by almost 90%, according to Cambria Consulting. Likewise, the most recent statistics from iLogos show that a recruiter can cut the time-to-hire by up to 20 days just by using the Web to fulfill the function.

With these dollar and cents tactics and tools, a staffing specialist can clearly demonstrate the fiscal value of talent acquisition as a mission critical function. □

## 2001 • A Staffing Odyssey

**DATE:** May 31 to June 2, 2001

**PLACE:** Toronto Marriott Eaton Centre

**PROGRAM: OUTSTANDING!**

By early April, more than 100 registrations had been received from as far afield as Australia and Dallas, TX. The program, which is designed for senior managers, owners, regional managers and recruiters/consultants, features: top Canadian sales trainer, David Prentice; leading U.S. industry speakers Candy Bradford, Scott Wintrip and Doug Beabout; and a special stand-alone seminar designed for industry rookies presented by Peter Leffkowitz. How to

make the most of Internet recruiting opportunities and job boards will round out this intensive and fun-filled annual event.

ACCESS extends special thanks to sponsors who help us to enrich the program. As of May 3, these sponsors are **Canadian HR Reporter, E.S. McLagan & Associates, Mind Scope, ProHunt Recruiting Software, Strong Impressions, The Toronto Sun** and **Thisco/www.ca4it.com**. The generous support of these companies is greatly appreciated.

For more information and to register, visit [www.access.org](http://www.access.org) or call 1-888-232-4962. □

