

Staffing industry challenges; Conference addresses recruitment trends and issues

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Overcoming challenges in today's talent shortage is the focus of an annual conference dedicated to Canada's powerful staffing and recruitment industry. Bringing highly- skilled immigrants into the workplace and adapting to the mass exodus of baby boomers are among issues that will be explored.

"There is value in getting together with industry representatives and sharing war stories and successes," says Amanda Curtis, executive director of the Association of Canadian Search, Employment and Staffing Services (**ACSESS**).

It hosts its 10th Anniversary Conference from May 7 to 9 in Toronto. The theme is Challenges For Today - Strategies for Tomorrow. The Toronto Sun and 24 Hours are platinum sponsors of the event.

"We know there are changing demographics and have heard about challenges from the trenches," Curtis says. According to **ACSESS** members, the following are top among the challenges facing today's staffing and recruitment industry: identifying talent for clients, sourcing and retaining top performers, employee retention and increased competition.

"Conference seminars will build awareness and educate our members on where the industry is heading," Curtis says. Speakers include Steve Mahoney, chair of the Workplace Safety & Insurance Board (WSIB), who will talk about WSIB's vision to eliminate all workplace injuries, illnesses and fatalities.

Danny Cahill, president of According to Danny, will explain new practices for recruiting and how to implement them. Steven Rothberg, president and founder of College Recruiter.com, offers creative ways of tapping into the knowledge and experience of baby boomers and new rules for recruiting Gen X'ers and Millennials.

INTERNATIONAL SPEAKERS

Jeff Skrentney of The Jefferson Group presents "The Return of the Radical Recruiter." International guest Mike Walmsley of Recruitment Training Productions Ltd. in the United Kingdom reveals a strategy that includes tips on building a profitable temporary recruitment desk.

With a combined payroll of \$4 billion, **ACSESS** members represent all facets of the industry -- including direct-hire and executive search services, as well as temporary and contract staffing services and in excess of 85% of the total volume of business in the staffing services industry in Canada, the organization reports.

Its goals include actively representing the industry and its membership before governments by providing input on employment legislation and regulations at the

national and provincial levels. **ACSESS** helps ensure industry members are aware of legislation and regulatory changes that could affect their businesses and responsibilities as employers.

ACSESS encourages job seekers who are looking for a staffing company to choose one that is reputable and honest. Its member companies, for example, must pledge adherence to a Code of Ethics and Standards which promotes ethical treatment of employees and clients and adherence to applicable human rights laws. **ACSESS** member companies are listed at www.acsess.org.

WWW.ACSESS.ORG

The Association of Canadian Search, Employment & Staffing Services (**ACSESS**) is the only association that represents the staffing industry in Canada. It represents more than 1,000 staffing service offices across the country. Its members provide placement and executive search services, and temporary and contract staffing to the public sector and virtually every type of business.

Visit www.acsess.org to learn more.