

Staffing Industry REPORT[®]

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COMMERCIAL STAFFING SECTOR

'Tis the season to recruit

Agency tries \$100,000 incentive

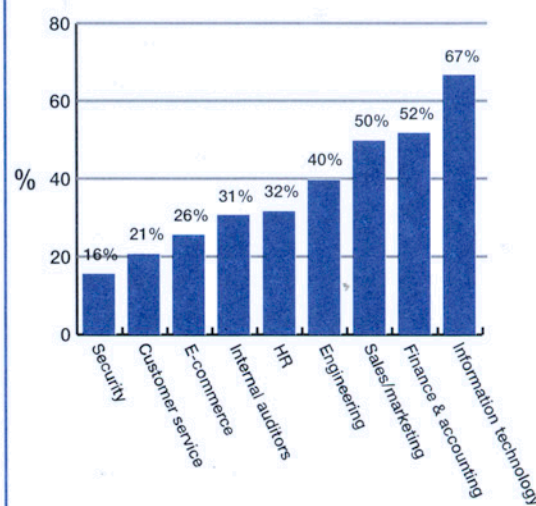
Staff Management of Chicago IL has worked with Amazon.com for several years to fill staffing positions at its warehouses. But this year, the competition for seasonal workers is so intense that the company is offering a \$100,000 incentive.

Staff Management is offering workers at Amazon.com warehouses in Coffeyville KS and Campbellsville KY the chance to win \$100,000. "Amazon is a client that we've been working with for several years," said Nancy Harbutte, a spokeswoman for Staff Management, adding that the company needs up to 3,000 temporary workers for the two locations during the season. Last year, she said, a worker won a car.

Workers with perfect attendance will be entered into a drawing for the cash prize. Whoever wins the drawing will receive \$2,000

WHO GETS SIGNING BONUSES

IT employees more likely to get incentives



From a survey of 950 U.S. employers

Source: Mercer Human Resource Consulting LLC

plus the chance to pick an envelope that may have a \$100,000 prize inside.

The company also is busing in people from outside the areas where the Amazon jobs are located. And there's a "Deal or No Deal" trivia game where workers can win prizes by answering trivia on company policy and processes.

"It's the holiday season, we want everything to be fun and upbeat," Harbutte said. "There are a lot of opportunities that we compete with," Harbutte said; for example, many schools are still in session this time of year, unlike in the past. Other evidence also suggests a busy season as far as jobs.

Shawn Boyer, CEO of Snagajob.com, an online job site that specializes in part-time and full-time hourly jobs, said there are 116,000 job listings on the site com-

seasonally end up being hired full-time by clients, Porello said. "Seven out of 10 new employees that we place will probably, in some way, shape or form, go long-term with our clients."

A survey by job board CareerBuilder.com of 1,150 hiring managers across the United States found that 23% are recruiting for holiday positions.

The CareerBuilder.com survey also found that almost a quarter of employers hiring workers this season planned to pay more. Twenty-four percent of hiring managers planned to raise hourly wages for seasonal workers, 70% planned no change and 6% planned to pay less.

One in 10 hiring managers plan to pay \$16 or more per hour for holiday jobs, according to the survey. Thirty-three per-

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- John Porello, CEO Priority Business Services

pared with 53,000 at this time last year (all jobs, not just seasonal ones). Companies also began advertising for seasonal help about two weeks earlier this year - at the beginning of October. "People are being more aggressive," he said.

cent plan to pay \$8 to \$9 an hour, and 31% plan to pay less than \$7.

Discounts

Snagajob.com's Boyer said many people look for sea-

sonal jobs in retail. "You get a lot of people who are interested in working at retail stores this year because of the employer discounts that are given," he said.

Some offbeat jobs open up around Christmas, including work as in-store

John Porello, CEO of **Priority Business Services** in Aliso Viejo CA, said his mostly light industrial staffing company does a lot of work with manufacturing distribution in Southern California. Manufacturing distribution demand is high this quarter, he said, which could lead to a busy retail season. "It's super challenging to get employees right now," Porello said. "There is definitely a lot of seasonal work out there, project work."

In addition to the light industrial, he said the company has seen a pickup in some of its clerical business, which supplies workers to call centers.

Priority increased its internal staff 10% to support the growth this year.

And many of the workers who start

product demonstrators who are hired directly by manufacturers. Job boards also have ads from malls looking for Santas.

As far as Santas, Newport Beach CA-based SantaForHire.com books about 200 Santas for events and malls nationwide.

However, retailers don't necessarily use staffing firms when ramping up for the holidays. Best Buy stores plan to hire 22,000 seasonal employees this year, but the company doesn't use staffing agencies. Best Buy said it receives 2.1 million job applications each year, with a majority applying during the holiday season.

Outplacement firm **Challenger, Gray & Christmas Inc.** estimates that retailers will add 692,800 retail jobs in October, November and December. ◇